

Case Study

04/06/2014



Diners experience high-level hand drying with Mitsubishi Electric Jet Towel

One of the UK's most exciting restaurants – Liverpool's Panoramic 34 – has installed innovative Jet Towel hand dryers made by Mitsubishi Electric to ensure that even the bathrooms are an integral part of the guests' overall experience of style and sophistication.

Set 300 feet above street level on the 34th floor of the West Tower, Panoramic 34 has 360° ceiling to floor windows, presenting truly breath-taking views of the iconic river, city and region beyond. Celebrated for its fine dining, Panoramic 34 lifts its guests out of the bustling city and welcomes them first to the enveloping sensuous comfort of the bar.

The dining area is luxurious, yet understated – a master class in contemporary comfort. The cool tones, crisp white linen, considered accessories and lighting expertly showcase the spectacular views, incredible cuisine and professional, yet friendly, service.

It is essential that the ambience is all-encompassing, so the same attention to detail was maintained when fitting out the bathrooms. This included specifying Mitsubishi Electric Jet Towel hand dryers. Elegant and discreet in appearance, they fit the interior decorators' brief like no other dryer. Whisper quiet (from only 58dB), they dry hands in as little as 9 seconds, a third the time of conventional hot air dryers, thereby reinforcing the essential parameters of Panoramic 34.

Mitsubishi Electric Jet Towel does not blast vast quantities of hot air over the users' hands as traditional dryers do. Instead, the hands are inserted into a generously proportioned drying chamber, where precision designed nozzles direct a high-speed laminar flow of air over the hands to remove moisture as droplets, which are directed straight into an integral drain, so minimising hygiene risks.

Venue owners and managers are always delighted to discover that Mitsubishi Electric Jet Towel's running costs are very low. The power required for each drying operation is only a fraction to that of hot air dryers. Maintenance and service are low, especially compared to paper towel alternatives, which require regular attention from a member of staff.

Fawn Litchfield, Jet Towel Business Development Manager for Mitsubishi, says: "Most people are bowled over the first time they use a Jet Towel. It is a whole new experience that brings pleasure to the simple act of hand drying. Facility managers tend to be more prosaic and appreciate its energy efficiency, super hygienic operation, minimal maintenance and low cost of ownership."



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Image Captions

Picture 1: Set 300 feet above street level, Panoramic 34 has 360° ceiling to floor windows, presenting truly breath-taking views of Liverpool.

Picture 2: The dining area of Panoramic 34 is luxurious, yet understated – a master class in contemporary comfort.

Picture 3: Elegant and discreet in appearance, the Mitsubishi Electric Jet Towel fit the interior decorators' brief like no other dryer.

About Mitsubishi Jet Towel

Mitsubishi Electric's first Jet Towel was launched in 1993 and the version now available in Europe is in the eighth generation of its development. It has proved a winner with installers for its high tech elegance, with operators for its low running cost and reliability, and with users for its convenience, speed, hygiene and innovative design. The Jet Towel has high environmental credentials, avoiding the use of paper towels or rolled cloth and lowering power consumption and noise levels to a fraction of alternative hot air dryers.

Further Information

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