

Case Study

18.09.13



Jet Towel dryer gaining the upper hand among diners

Upmarket restaurant owners are increasingly installing Mitsubishi Electric Jet Towel hand dryers, because their high-speed, quiet, ultra-hygienic operation meets the expectations of their discerning clientele.

Interest in fine and exotic dining has probably never been higher and exciting new restaurants are opening all the time to cater to this burgeoning market. All good hosts know that the food is only part of the dining-out experience – ambience, service, decor and many other elements must be perfect if a restaurant is to succeed.

Most diners will make at least one trip to the bathroom during their time in a restaurant, so these must be designed to complement the dining room style and maintain the atmosphere. They also need to be clean, hygienic and efficient, and the astute restaurant manager will pay considerable attention to their design and maintenance.

Fawn Litchfield, Jet Towel Business Development Manager for Mitsubishi Electric, says she is seeing more and more of the innovative hand dryers destined for the restaurant sector: "In the past few months Mitsubishi Electric Jet Towels have been installed in a champagne bar, an exclusive Korean restaurant, a sushi emporium, a hotel, a chain restaurant and several other catering establishments."

Mitsubishi Electric Jet Towel has several attributes that make it particularly suited for the dining public. The drying time, as little as 9 seconds, is one-third that of a conventional hot air dryer, so queues are unlikely to build up. They are whisper quiet – having won a coveted Quiet Mark from the Noise Abatement Society – so unlikely to be heard in the dining room. Certification has also been

awarded by the National Skincare Foundation. Hygiene is ensured because moisture from users' hands is directed into an integral drain rather than dripping to the floor or being evaporated into the air.

"Another key attribute that is perhaps not so obvious to users is Mitsubishi Electric Jet Towel's low cost operation," say Fawn. "They use only a fraction of the energy of a hot air dryer, they do away with the need to buy and dispose of paper towels, and they require very little maintenance. Over a year, they can make a significant contribution to a restaurant's bottom line! Also significant to installers is Jet Towel's visual appearance; elegant and understated they match most decors."

Mitsubishi Electric Jet Towel works by creating a high-speed air flow that blows moisture from hands, rather than using heat to evaporate it. It was developed in Japan over 20 years ago by Mitsubishi Electric and is now in use around the world.

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



Case Study

18.09.13



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

Website: www.jettowel.co.uk, Email: jettowel@meuk.mee.com

Editor Contact

Bob Dobson Ltd: Bob Dobson
Tel: +44 (0)1798 861677
Web: www.dmaeuropa.com
Email: bob@bobdobson.com

Reader Contact

Mitsubishi Electric Europe B.V. Automation
Systems Division: Amaechi Oduah, Marketing
Manager
Tel: 01707 276100
Fax: 01707 278695
Web: www.jettowel.co.uk
Email: jettowel@meuk.mee.com

