

Case Study

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Jet Towel helps retailers enhance shopping experience

With competition on the high street increasing like never before, major retail chains are turning to Mitsubishi Electric Jet Towel hand dryers to help to enhance the shopping experience for their valued customers.

Internet shopping is increasingly the norm for more and more people, who find the convenience, choice, good prices and home delivery an irresistible combination. To counteract this, the retail companies are taking steps to make shopping as enjoyable as possible – in fact, to turn it into a leisure pursuit. Many of the larger shops now incorporate a restaurant, fantastic displays, specialist facilities, shops-within-shops and expert guidance into their customer experience.

A vital, if barely recognised, element of a good experience is pleasant and efficient bathroom facilities. Top retail managers will naturally pay great attention to detail, especially in the bathrooms, which need to be spotlessly clean, bright and airy, and to be designed so that they do not create a bottleneck of queues.

Fawn Litchfield, Jet Towel Business Development Manager for Mitsubishi Electric, says she is seeing more and more of their innovative hand dryers destined for shopping malls and high-street locations.

She says: "Jet Towel has been steadily growing in popularity with the retail sector for some time, and the last six or twelve months have really seen it take off. Several of the national chains are adopting Jet Towel as their preferred hand dryer, while the boutiques are also finding it lends an extra special feel to their overall ambience.

"Shops that include a restaurant or coffee shop seem to be particularly keen installers. I think this is because Jet Towel is ultra-hygienic, blowing water – and any bacteria – off the hands and straight into an integral drain. This is in contrast to conventional hot air dryers which evaporate the moisture, thus making the bacteria air-borne."



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Mitsubishi Electric Jet Towel works by creating a high-speed air flow which blows moisture from hands, rather than using heat to evaporate it. The concept was developed in Japan by Mitsubishi Electric in 1992 and is now redefining hand drying and public hygiene standards around the world.

Mitsubishi Electric Jet Towel has many more attributes that make it particularly suited for the shopping public. For instance, the drying time – from 9 seconds – is one-quarter of that of a conventional hot air dryer, so queues are unlikely to build up. They are whisper quiet at only 58-61dB – having won a coveted Quiet Mark from the Noise Abatement Society – so will not disturb shoppers walking past the bathrooms.

"Another key attribute that is perhaps not so obvious to users but is very important to operators is Jet Towel's low cost operation," says Fawn. "They use a fraction of the energy of a hot air dryer. Given that a popular shop could easily have 500 or more of its clients use its bathrooms every day, the energy savings soon mount up and make a significant contribution to a store's bottom line!"

The alternatives of paper or roller towels require considerable levels of service in busy locations, so work out far more expensive than Mitsubishi Electric Jet Towels. They are also far less hygienic and paper towels can so easily end up on the floor, causing slip risks and being unsightly.

"Jet Towel's visual appearance is elegant and understated, so it matches most decors," says Fawn. "While white is the most popular colour overall, the black and silver options allow interior designers to be truly creative."

As well as the Noise Abatement Society, certification has also been awarded by the National Skincare Foundation in recognition of its gentle treatment of hands.

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.

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