

Case Study

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Mind in Haringey – Charity finds multiple benefits with Mitsubishi Electric Jet Towel hand dryer

A local charity that installed a Mitsubishi Electric Jet Towel hand dryer because of its quiet operation has been delighted to find that it is also helping it save money and reduce its environmental impact.

Mind in Haringey provides many different services for local people experiencing a mental health problem. Like most charities it is keenly aware of its expenditure, and tries to focus as much money as possible, directly on client services.

It is also sympathetic to broader issues such as climate change and carbon emissions reduction, so was enthusiastic when Haringey Council offered to undertake an environmental audit of its facilities and services.

“The report suggested several ways we could improve our green credentials,” says Matthew Grimley, communications and administrative officer for Mind in Haringey. “The suggestion that we swap from paper towels to a hand dryer gave us food for thought –it made us realise that there is an environmental dimension to collection and disposal of used towels.”

However, with the client counselling rooms close to the cloakrooms there was a worry about noise, so the hunt was on for a suitably quiet hand dryer. Mitsubishi Electric Jet Towel was soon identified as the quietest dryer available, producing 58–

61dB. Further it uses only a fraction of the electrical power of conventional dryers.

Awarded the prestigious Quiet Mark by the Noise Abatement Society for quiet design, Mitsubishi Electric Jet Towel is a hands-in dryer that uses a high-speed laminar flow of air to remove water from just-washed hands by acting like a wiper blade on a windscreen. Traditional dryers use warm air to evaporate the moisture, a very much less efficient procedure.

Mitsubishi Electric’s spokesperson Fawn Litchfield says: “Low noise is important in many locations, such as conference centres, theatres, schools, hospitals and so on. People can find constant bursts of noise from loud hand dryers quite upsetting. Not only is Jet Towel quiet, but the annoying frequencies have been tuned out.”

Mitsubishi Electric Jet Towel was the original high-speed hand dryer; the first version was launched 20 years ago and steady developments have led to the current Mark 8 continuing to set the standards in washroom equipment.



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Mind in Haringey typically has about 20 people – staff, volunteers, visitors and clients – in its offices at any time, leading to about 50–100 hand drying sessions per day. Now the money previously spent on a constant supply of paper towels is supporting frontline services for vulnerable clients.

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