

Case Study

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Pizzeria chooses Mitsubishi Electric Jet Towels for the best in hand drying

Diners at three Pizza Hut restaurants in the Midlands are enjoying the benefits of state-of-the-art hand dryers in the bathrooms, which are fast, stylish and ultra-hygienic.

The restaurants have been fitted with Mitsubishi Electric Jet Towel hand dryers and more Huts are expected to follow suit as their bathrooms are refitted. Unlike conventional hot air dryers, which evaporate moisture from hands, Jet Towel works by blowing it off using a high-speed air flow, a technique that offers many advantages.

One of the reasons Pizza Hut went for Mitsubishi Electric Jet Towel was their incredible energy efficiency, which is achieved because no excess air is used. In fact, specially shaped nozzles form the air into a thin laminar flow that acts rather like a knife blade to scrape the water off the hands. This is very effective, so hand drying takes from only nine seconds, a fraction of the time most people are used to.

"The Jet Towel hand dryer uses as little as 550 watts, so the energy used is minimal," says Fawn Litchfield, Jet Towel Business Development Manager for Mitsubishi. "In a busy restaurant, the energy saving accrues very quickly."

A related advantage of the Mitsubishi Electric Jet Towel principle is that moisture blown off the hands is directed straight into an integral drain, which reduces the risk of bacterial transfer from one user to the next to almost zero. This is in contrast to other dryers that release bacteria to the atmosphere or let water drip onto the floor.

"Jet Towel is also manufactured with an antimicrobial material to further enhance the hygiene performance" says Fawn.

Mitsubishi Electric Jet Towel was developed in Japan and has been a firm favourite globally for over 20 years. Certified for its low energy use, quiet operation and hygiene by relevant bodies worldwide, Pizza Hut is confident that Mitsubishi Electric Jet Towel will prove a success with its restaurant managers and clientele.

Malcolm Merry, Brand Property Manager for Pizza Hut, selected black versions of Jet Towel, as they fit the decor and create a feel of stylish sophistication.

"Jet Towel has a top quality appearance," he says. "The black ones suit our washrooms best, but the white and silver ones are equally attractive. I also appreciate Mitsubishi's reputation for quality. Its air conditioning equipment and control technology are world class, and I am confident that the Jet Towel hand dryer will prove equally impressive."

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.



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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

Website: www.jettowel.co.uk

Email: jettowel@meuk.mee.com

Editor Contact

Bob Dobson Ltd : Bob Dobson

Tel: +44 (0)1798 861677 Fax:

Web: www.dmaeuropa.com

Email: bob@bobdobson.com

Company 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

