

Mitsubishi Electric Jet Towel hand dryers drive quiet revolution

Mitsubishi Electric Jet Towel hand dryers have been awarded the prestigious Quiet Mark, and international mark of approval award by the Noise Abatement Society.

The Quiet Mark encourages manufacturers to embrace noise reduction in the design of everyday machines and appliances. The aim is to transform living and working environments to become healthier and less stressed and thus increase productivity, creativity and general enjoyment of life.

As part of its very long term business development strategy Mitsubishi Electric has adopted the mission statement, “Changes for the better”. It strives to improve quality of life by developing products which are designed to reduce users’ stress and have minimal impact on the environment.

With Jet Towel, Mitsubishi recognises that in an ever more busy world, minimising operating noise can make a significant contribution to personal wellbeing. It produces only 58-61dB and that is for the 9-13 seconds that it takes to thoroughly dry hands. This is compared to typically 80-90dB for 30-40 seconds for other dryers, and does not include high and low frequency sounds that people can find intrusive.

“Jet Towel encompasses many of Mitsubishi’s ideals,” says Fawn Litchfield of the company. “Developed in the early 1990s, the design team wanted to completely rethink the conventional concept of hand dryers. Instead of evaporating water from hands with heat, Jet Towel blows it off, like running a squeegee down a window.

“Reducing the volume of air being moved and the heating requirement, a 90 per cent energy saving can be made. Directing moisture from the hands straight into a drain, improves hygiene. By cutting the noise and drying time, the users’ experience is far more pleasant.”

Launched in Japan and then rolled out across the world, Jet Towel quickly gained the attention of facilities managers and end-users.

To stay ahead in design, Mitsubishi has kept on developing the concept and has recently launched a new version that is even quieter and more efficient.

“Jet Towel has become the hand dryer of choice for prestigious and hard working locations throughout the UK,” says Fawn. “It is installed in stately homes, business and conference centres, universities, libraries and always proves popular with users.

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