

Case Study

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Mitsubishi Electric Jet Towel helps define London's coolest offices

One of the funkiest new buildings in London is also one of the greenest, with Mitsubishi Electric Jet Towel hand dryers helping contribute towards its BREEAM (Buildings Research Establishment Environmental Assessment Method) 'excellent' rating.

Possibly the capital's most sought-after address, Central Saint Giles is a mixed-use development designed by Shard architect Renzo Piano and built at a cost of £450 million. It consists of two buildings, arranged around a public courtyard lined with shops and restaurants. Its façades are covered with glazed tiles in vivid shades of green, orange, lime and yellow and it has already attracted tenants including NBCUniversal, MindShare and Google.

Located just east of Oxford Street, it was redeveloped as government offices in the 1950s but deteriorated badly in the 1980s and 1990s. As the century turned the Mayor's Office then identified the area for strategic regeneration. The new Central Saint Giles now provides 66,000 m² of floor space. The 15-storey west block provides 56 luxury apartments alongside 53 'affordable' flats. The lower but larger east block encloses a new public courtyard and provides 38,000m² of office space, plus at ground level 2,300 m² for retail outlets and restaurants.

The development has been designed for low environmental impact, including the almost-exclusive use of biomass boilers, while all of the water discharged from the cooling tower is collected for re-use in irrigation systems and the

buildings' flushing toilets. Planted roof terraces absorb rainfall, reducing runoff and encouraging biodiversity.

In keeping with the ethos of the development many of the commercial tenants have chosen Mitsubishi Electric Jet Towel hand dryers, which are simultaneously green and cool.

In one executive washroom, The Mitsubishi Electric Jet Towels form part of the quirky decor that includes stopcocks used as coat hangers, sweeping exposed (false) pipework, steel mesh walls and asymmetric lighting.

Importantly the Mitsubishi Electric Jet Towels are stylish in appearance and also very environmental, using only a tenth the energy of a conventional hand dryer. Instead of blasting a vast quantity of hot air over hands to evaporate the moisture, they use a small amount of air moving very quickly to wipe it off and down into a drain. Drying times are reduced to only 9 seconds a person and bacteria is eliminated through the anti-microbial material and any excess water is directed straight into the drain rather than blown around the room to settle on other surfaces.

"Mitsubishi Electric Jet Towels broke new ground in hand drying technology," says Mitsubishi



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Electric's Fawn Litchfield. "So it's no wonder that cutting edge interior designers love it for their most prestigious projects."

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.

Further Information

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