

## Classic Cinemas



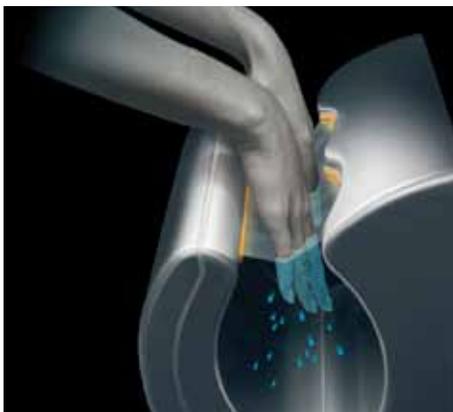
**“Going into a messy bathroom drives me nuts, especially if it’s one of mine. The Dyson Airblade™ hand dryer helps keep restrooms clean at our 13 family-owned cinemas and improves my customer’s movie-going experience.”**

**Chris Johnson**  
Classic Cinemas, Proprietor

Classic Cinemas is a family-owned regional cinema chain in Illinois, specializing in renovating historic theatres and spaces. Beginning with the Tivoli Theatre in 1978, the business has now expanded to 13 theatre locations.

### The Challenge

As a business owner, messy bathrooms are bothersome to Chris Johnson, Classic



Cinemas Proprietor, who views restroom maintenance as a direct reflection on the establishment’s management. During peak business hours, Classic Cinema could not keep up managing its paper towel waste and overflowing trash cans. Johnson desired to find a solution to his paper towel problem in his cinema’s high-volume restrooms.

### The Solution

To clean up his restrooms and reduce waste, Johnson decided to replace paper towel dispensers with hand dryers. When choosing the right hand dryer, he sought one that would reduce waste and costs and improve his customer’s experience – “since cinema owners rely on customer service to differentiate themselves from competitors.”

Johnson learned of the Dyson Airblade™ hand dryer through a friend after they had experienced the machine at Chicago’s Union Station train station. Johnson tested the Dyson Airblade™ hand dryers in one of his theatres. Happy with the performance,

improved cleanliness, and positive customer feedback, he decided to replace all paper towel dispensers with Dyson Airblade™ hand dryers, totaling nearly 100 units in his 13 theatres.

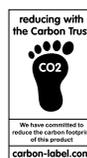
### The Results

Switching to Dyson Airblade™ hand dryers has removed paper towel waste, resulting in reduced maintenance and operational costs. Further, Johnson believes it’s the small details in his cinemas such as improving restrooms amenities that help enhance a customer’s experience. Johnson concludes, “The Dyson Airblade™ hand dryer is a unique technology that’s a step above others and signals that you care about cleanliness and the customer experience.”

When choosing Dyson Airblade™ hand dryers, Classic Cinemas solved its operational paper towel issues, and also gained a competitive advantage through elevating its customer experience and saving on long-term operational costs.

To try the Dyson Airblade™ hand dryer or for more information call or visit:

1-888-DYSON-AB  
[www.dysonairblade.com](http://www.dysonairblade.com)



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