

Gwinnett Center



“Paper towels were costing a lot to restock, clean up, and send to the landfill – visitors wanted us to find a green alternative, and we did with the Dyson Airblade™ hand dryer.”

Joseph Dennis
Executive Director

Opened in 2003, the Gwinnett Center is used for everything from musical performances to small business conferences. The Center is the leading cultural hub in Georgia’s Gwinnett County situated in the City of Duluth, known for having the best of big-city living with the comforts of the country.



The Challenge

With over one million visitors passing through the Gwinnett Center every year, the facilities are heavily used – especially the washrooms. “We went through a lot of paper towels in the washrooms weekly. Only after just a few events over 7,000 waste paper towels can be generated,” explains Executive Director, Joseph Dennis. “Additionally, it was costing a lot to restock, not to mention the mess, and the environmental impact of sending the waste towels to landfill,” continued Dennis. In fact, visitors began asking what the arena was doing to be greener.

The Solution

This prompted Dennis and his team to visit the International Association of Venue Managers (IAVM) conference, where they were introduced to the Dyson Airblade™ hand dryer. Dennis commented, “We thought the Dyson machine was very quick and liked that it is made from a tough ABS plastic, designed to be used and abused by a large number of people – critical for a large arena.” Dennis decided to trial the Dyson Airblade™ hand dryer, and the

response from arena visitors and staff was overwhelmingly positive. Everyone was impressed with the durability of the machine and how quickly it dried hands.

The Results

Gwinnett Center installed 32 units in the public washrooms around the arena. The Dyson Airblade™ hand dryers have been well received by all – from the rowdy hockey fan, to parents and kids taking in an afternoon show.

By using 80% less energy than warm air hand dryers, the Dyson Airblade™ hand dryers also contribute to the Gwinnett Center’s “Green Initiatives” program to renew, restore, and recycle. Further, Dennis estimated that during a recent 12-day event, the arena saved almost \$10,000 – what they would have spent on paper towels.

“We’re very pleased with our new hand dryers. They cost a lot less to use than paper towels, and are a great way to show visitors that we’re actively working to reduce our carbon footprint,” concludes Dennis.

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

1-888-DYSON-AB
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