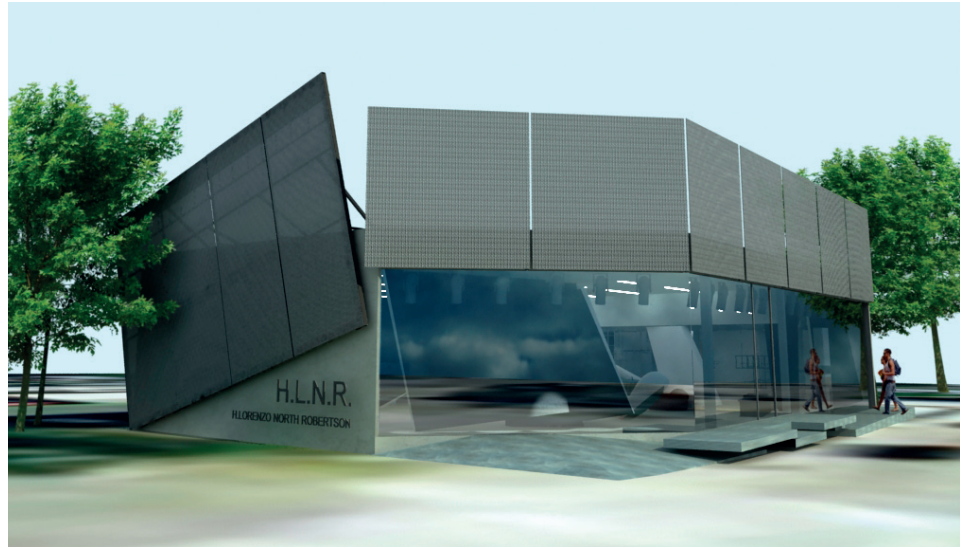


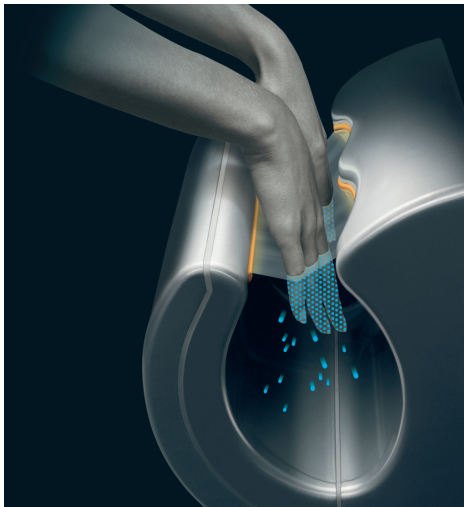
H.L.N.R.

Located in West Hollywood,
HLNR is a completely paperless store.



“We want to expand the concept and make all our stores as environmentally-friendly. The Dyson Airblade™ hand dryer will definitely feature.”

Lorenzo Hadar
Owner, H. Lorenzo North Robertson, Los Angeles



The Dyson Airblade™ hand dryer can be found nestled amongst the designer labels in the new H. Lorenzo boutique.

Part of owner Lorenzo Hadar's concept for an environmentally sustainable future, the Dyson Airblade™ hand dryer has been crucial in achieving his dream of an entirely paper towel free restroom.

“The concept of the HLNR store is to be environmentally friendly for the next generation,” says Lorenzo Hadar of his latest venture in LA. As the founder of some of Los Angeles' most talked-about boutiques he is emphatic. “Everything in the store is environmentally friendly but in a subtle way. We don't want to be overt about it, but it is an important part of our business model.”

The result: solar panels that provide power, fittings made from recycled and repurposed

wood and exterior panels that diffuse the midday Californian sun and were once part of a conveyor belt for drying pasta. “And I wanted to create a paper towel free restroom. Because the Dyson Airblade™ hand dryer was so environmentally friendly it was an obvious choice.” And paperless it is; the Dyson Airblade™ hand dryer means there's no need for paper towels and a paperless Toto toilet takes care of the rest.

“I was amazed when I first saw the Dyson Airblade™ hand dryer,” Hadar recalls. “Not only did it work, it looked good.” Along with using up to 80% less electricity than a warm air hand dryer, “it's pioneering. It fits right in with the store. In high fashion it can sometimes be difficult to be focused on the environment but there's lots you can do, from email receipts, solar energy and recycled hangers. The Dyson Airblade™ hand dryer is just one part of it.”

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

1-888-DYSON-AB
www.dysonairblade.com



dyson airblade
The fastest, most hygienic hand dryer.