

Case study

Entertainment & Leisure

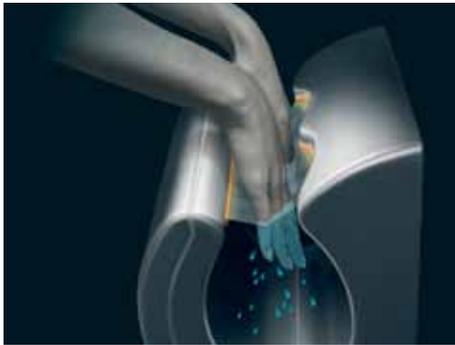
New Britain Museum of American Art



“The sleek design of the Dyson Airblade™ hand dryer aligns with the NBMAA philosophy – Where Life Meets Art – and the unwavering functionality saves us the astronomical cost and hassle of paper towels.”

Michael Smith
Facilities Manager

The New Britain Museum of American Art (NBMAA) was the first museum in the country to exclusively exhibit American art, and now boasts an art collection of over 10,000 pieces spanning more than three centuries. As a leading cultural institution of American art, the NBMAA strives for excellence through its collections, exhibitions, and educating its visitors.



The Challenge

With about 70,000-80,000 yearly museum visitors, Michael Smith, NBMAA Facilities Manager, sought to reduce the museum’s annual costs associated with paper towels in the restrooms. The two public bathrooms at the main entrance cost the museum about \$6,000 annually to order, stock and clean up paper towels. Smith wanted a better solution.

The Solution

Smith was looking for a hand dryer that saves money, and also one that is fast and hygienic for visitors. As the Facilities Manager of an art museum, the look of the hand dryer needed to match the overall aesthetic of the museum.

After learning more about the Dyson Airblade™ hand dryer as an efficient and effective paper towel alternative, Smith purchased two hand dryers through

Dyson’s distributor, Consolidated Electrical Distributors (CED). Smith worked with Andrew Wilmer, Danbury CED Manager, who facilitated the implementation and installation of the Dyson Airblade™ hand dryer complete with a custom stainless steel splashboard to mount the machine and integrate the hand dryer into the wall cosmetically.

The Results

According to Smith’s calculations, the price of the hand dryer units and installation will achieve a ROI within twelve months.

The hand dryers have also been well received by NBMAA visitors, “our visitors love the Dyson Airblade™ hand dryer, and its sleek design fits perfectly with the museum – seems as though the NBMAA has a permanent, new exhibit... in the restrooms,” commented Smith.

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

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



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The fastest, most hygienic hand dryer.