

Case study

Entertainment & Leisure

# Science Museum of Virginia



“The Dyson Airblade™ machine has dual functionality as an efficient hand dryer in our restrooms and an educational exhibit illustrating how science can be used to develop better, more sustainable solutions.”

Terri Rose

Director, Communications and Curiosity

Since the 1970s, the Science Museum of Virginia in Richmond has been the leader in science education. The Museum offers exhibits, lectures, demonstrations, adventures, and summer camps on health, energy, and natural science – “inspiring Virginians to enrich their lives through science” every day.



## The Challenge

With more than 250,000 visitors every year, the Museum generates an enormous amount of paper towel waste. In an effort to reduce its contribution to landfill waste and become more environmentally responsible, the Science Museum of Virginia began to look into paper towel alternatives.

## The Solution

“We saw an Airblade at our local movie theater, and were impressed with its efficiency, sleek design, and quality manufacturing,” commented Elizabeth Iglehart Voelkel, Director, Guest Operations & Inspiration. “We had experienced many other hand drying systems, but they did not come close to the Airblade,” concluded Voelkel.

## The Results

The Science Museum of Virginia installed four Dyson Airblade™ hand dryers in the main public restrooms (donated by Dyson). The museum calculates that the installation of the Dyson Airblade™ machines keeps approximately 13,000 pounds of paper towel waste from ending up in a landfill annually. The reduced usage of paper towels has also lowered the museum’s annual paper towel expenditure (\$11,000 per annum).

The installation of the Dyson Airblade™ machines has been well received as customer satisfaction is high and the cleanliness of the bathrooms is improved.

Moreover, the Dyson Airblade™ dryers are thought-provoking and a conversation starter – helping the Science Museum of Virginia reiterate its educational message by bringing science to life.

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

1-888-DYSON-AB  
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