

# Westfield

## Retail property



“For us, sustainability is a part of our obligation to shareholders to become more efficient and an obligation to our customers and our community to be good citizens. But it also has to be supported by customer satisfaction.”

Joe Jaworski  
VP of National Operations, Westfield

Westfield is one of the world’s largest retail property groups. In the US, they manage 55 shopping centers in 12 states – 63 million square feet of retail space. They attract over 500 million shoppers every year.

### The challenge

Westfield is an active member of the US Green Building Council. Sustainability is a key part of their business philosophy. They aim to consume energy wisely,



produce less waste and use new design to minimize environmental impact.

The use of paper towels in bathrooms challenges these aims – they generate waste that goes straight to landfill or has to be incinerated.

When Joe Jaworski, VP of National Operations, assessed efficiency across the US portfolio, he recognized this inconsistency. “Paper towels made up a significant portion of our operating budget and didn’t support our sustainability efforts,” says Joe. “Plus, we strive for 100% customer satisfaction and running out of paper towels didn’t help to achieve that.”

### The solution

In response, Joe looked to introduce shared practices that would increase sustainability and customer satisfaction. This included the Dyson Airblade™ hand dryer. Because it produces less waste, it has a much smaller carbon footprint than paper towels. It also uses up to 80% less energy than warm air hand dryers.

Before installing the Dyson Airblade™ hand dryer nationwide, Westfield ran tests to ensure suitability. An independent testing company evaluated a selection of hand dryers. The Dyson machine achieved the highest overall score, receiving particular praise for its durability.

### The results

Over 500 Dyson Airblade™ hand dryers have been installed across the portfolio. It’s estimated they will save Westfield \$400,000 per year in operating costs and will have paid for themselves in 2 years.

Customer feedback has been positive. An online reviewer from Los Angeles commented: “The Dyson Airblade™ hand dryer. That’s the name of the special, futuristic hand dryers they’ve installed. Seriously, it’s probably worth going all the way to Westfield Century City just to use the bathroom.”

Westfield has now started installing the Dyson Airblade™ hand dryer in New Zealand, Australia and the UK.

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

1-888-397-6622  
[www.dysonairblade.com](http://www.dysonairblade.com)



# dyson airblade

The fastest, most hygienic hand dryer.