

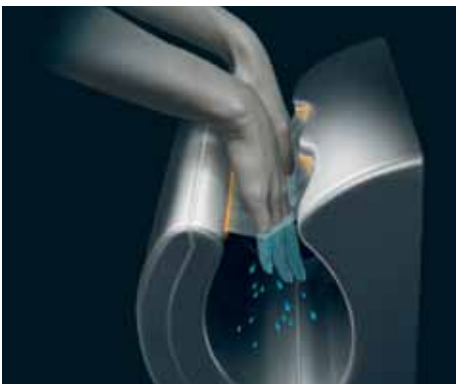
## Cattlemen's Steakhouse



“Every time a customer visits Cattlemen's, our goal is to provide great food and distinctive ambiance – installing Airblades has been a unique way we have enhanced our customer's washroom experience.”

Joe Garcia  
Facilities Manager

First opening its doors to hungry cowboys, ranchers, and cattle haulers in the early 1900s, Cattlemen's Steakhouse has become one of the best known restaurants in Oklahoma. Praise from the likes of Travel Channel's "Man vs. Food" to "1,000 Places to See Before You Die," rave about Cattlemen's flavorful steaks and colorful history.



### The Challenge

Cattlemen's management was challenged to find ways to cut costs without diminishing its unique, Old West customer experience, especially with its loyal customers, some who have frequented the steakhouse for generations.

### The Solution

Joe Garcia, Cattlemen Steakhouse's Facilities Manager, managed the cost savings initiative. Garcia's research led him to the Dyson Airblade™ hand dryer as an alternative to the cost-intensive paper towels that were used in Cattlemen's washrooms. After using the Dyson Airblade™ hand dryer, Garcia was convinced the Dyson Airblade™ hand dryer could not only help achieve cost savings, but also add an additional element to the Cattlemen experience. "Even though Cattlemen's is the oldest continuously operating restaurant in Oklahoma City, and the Dyson Airblade™ hand dryer is the

future – modern technology – I thought it was important for our customer experience to blend the best from the past with the best of today," commented Garcia.

### The Results

Cattlemen's Steakhouse installed eight Dyson Airblade™ hand dryers in all of its public washrooms.

According to Garcia, his customers haven't stopped talking about their fondness for the Dyson Airblade™ hand dryers. Further, by switching to the Dyson Airblade™ hand dryer and removing paper towels, Garcia saved Cattlemen Steakhouse over \$12,000 during the first full year.

Ultimately, Garcia found a solution that met the need to cut costs, and also found a way to compliment and further enhance the overall experience of Stockyard City's most iconic restaurant.

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