

# Soldier Field



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Michael Ortman  
Director of Operations

Built in the early 1920s to commemorate American soldiers lost at war, Soldier Field has hosted a variety of events from football and soccer games to music festivals, stock car racing, and Easter egg hunts. With its unique design incorporating historic colonnades, Soldier Field is a premier Chicago icon and one of the most recognizable stadiums in the country.



### The Challenge

Michael Ortman, Director of Operations, believes that a facility only gets one opportunity to make a good first impression. “Having a clean restroom for patrons when they come to this facility is one of the most important things for us,” commented Ortman. With over 1.5 million Soldier Field visitors in 2011, the restrooms undergo a high volume of traffic and can get dirty very quickly.

“Keeping paper towel dispensers stocked, emptying trash cans and collecting towels that have ended up on the floor during events is a major operation,” said Ortman.

Soldier Field was the first stadium in North America to be awarded Leadership in Energy and Environmental Design – Existing Building (LEED-EB) status from the United States Green Building Council (USGBC), they are always looking for ways to improve its sustainability and minimize waste.

### The Solution

Soldier Field believed Airblade™ hand drying technology would allow them to overcome their challenge of minimizing environmental impact while also increasing a visitor’s restroom experience, and decided

to partner with Dyson. Dyson replaced the paper towel dispensers with over 20 AB04 Dyson Airblade™ hand dryers in some of the restrooms on Club level 1, the busiest floor of the Club section.

### The Results

Dyson Airblade™ hand dryer has brought multiple benefits to Soldier Field – less paper towel usage, cleaner washrooms, and cost savings,” said Ortman. Less paper towel usage has helped further reduce Soldier Field’s carbon footprint – 3.8g CO<sub>2</sub> per dry with the Dyson Airblade™ hand dryer versus 12.5g CO<sub>2</sub> per dry for paper towels.<sup>1</sup> Switching from paper towels to Airblade™ technology has also eliminated paper towel maintenance in those restrooms such as continual restocking and managing paper towel waste. Soldier Field will reduce its paper towel expenses (cost of the paper towels and associated maintenance) by over \$12,000 annually. Airblade™ technology has dried over a quarter million hands in the past year at Soldier Field.

Dyson Airblade™ hand dryer is the preferred hand dryer of Soldier Field.

<sup>1</sup>For calculations and dry time, visit <http://airblade.dyson.com/calcs>.

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

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