

Indie Burger



“We strive to be a zero-waste restaurant, and the Dyson Airblade™ hand dryer helps achieve this by discouraging customers from using wasteful paper towels.”

Cyrus Rab
Owner of Indie Burger

Rising from the love of Indie rock music and the drive for sustainable dining, Indie Burger, a casual burger joint in Chicago’s Lakeview neighborhood, was born. With its eco-conscious philosophy, Indie Burger differentiates itself through a sustainable menu – over 90% of which is organic – mainly prepared with locally grown ingredients and served in a virtually zero-waste restaurant.



The Challenge

When designing Indie Burger, owner Cyrus Rab meticulously selected each element of the space – from reclaimed wood walls to recycled plastic chairs – to reflect his philosophy of sustainability. Rab wanted to show Chicago’s burger lovers that a sustainable lifestyle is achievable through small changes such as recycling and being mindful of where food originates.

The Solution

When planning the restaurant’s restroom facility, Rab wanted to avoid paper towels, because of their environmental impact. A colleague recommended the Dyson Airblade™ hand dryer for reducing operation costs for businesses. After further research, Rab was even more intrigued by the environmental benefits of the machine as compared to other hand drying solutions. For example, the Dyson Airblade™ hand dryer emits

4.4g of carbon per dry – 70% less carbon than paper towels.¹

The Results

To help Rab achieve his goal of a virtually zero-waste restaurant, Dyson provided an AB04 hand dryer unit. Rab concludes, “We’ve received great feedback about our Dyson Airblade™ hand dryer, because it really does dry hands in a matter of seconds. Providing a hand dryer that actually works discourages customers from wanting to use wasteful paper towels.”

Incorporating an energy efficient hand dryer in its restroom is one of the many features that demonstrate Indie Burger’s commitment to the environment and help set it apart from competitors.

¹Source: T. Montalbo, J. Gregory, R. Kirchain. Life Cycle Assessment of Hand Drying Systems. Dyson commissioned study 2011.

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