



**AT FAIRMONT CHICAGO
PAPER TOWELS ARE
CHECKING OUT**

**XLERATOR® HIGH-SPEED, ENERGY-EFFICIENT
HAND DRYERS HAVE CHECKED IN.**



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» COLLEEN SWEITZER
MARKETING MANAGER AND
SUSTAINABILITY TEAM MEMBER
OF FAIRMONT CHICAGO,
MILLENNIUM PARK

DEDICATION TO THE ENVIRONMENT

Over the past 130 years, Fairmont Hotels & Resorts have grown to include 124 hotel properties on six continents with another 20 in development. And they’ve been a leader in the hospitality industry when it comes to reducing environmental impact. Nowhere is this more evident than Fairmont Chicago, Millennium Park.

“As a hotel, Fairmont Chicago is way ahead of the curve and industry norms with dedication to the environment,” says Colleen Sweitzer, Marketing Manager and Sustainability Team member at Fairmont Chicago.

Inspired by Chicago’s 359 vegetated roofs, accounting for over five million square feet of green roof coverage, Fairmont Chicago began looking into innovative designs they could implement in the hotel to achieve their goal of one day becoming “carbon neutral.” One of these green innovations was the XLERATOR.

“We installed 20 XLERATOR Hand Dryers in our restrooms,” says Sweitzer, “and we have found them to be one of the simplest changes with a big impact.”

The XLERATOR is the only hand dryer in the industry with a dry time of 8 seconds* — tested to guidelines from the Global Hand Dryer PCR published by UL Environment — and it uses 80 percent less energy than conventional hand dryers. It represents a 95-percent cost savings when compared to paper towels, eliminating their labor, maintenance and waste.

“Our sustainability team leaders read an article about the environmental and cost savings XLERATOR Hand Dryers provide and reached out to Excel Dryer immediately,” Sweitzer says. “The dryers not only aligned with our sustainability goals, but also offer a significant cost savings compared to paper towels.”



› PROBLEM

Falling Short Of Sustainability Goals, Messy Restrooms,
High Maintenance and Upkeep Costs

› SOLUTION

20 XLERATOR Hand Dryers

› RESULTS

95% Cost Savings, Reduced Carbon Footprint, Green
Seal Silver Certification, Restroom Design Upgrade,
Improved Guest Experience



DOLLARS AND SENSE

According to Sweitzer, the biggest impact the XLERATOR has had on Fairmont Chicago has been on its return on investment. "It's a dollars and sense thing," she says. "The return on investment was so impressive. Plus, the XLERATOR helps us significantly reduce our carbon footprint. And we've noticed that guests are starting to seek out hotels that are environmentally friendly."

BLOWING AWAY HOTEL GUESTS

The XLERATOR offers visitors a more hygienic way to dry hands. "The dryers provide our guests with a touch-free experience which reduces the spread of germs," says Sweitzer. "There is nothing that looks less tidy than an overflowing waste basket of paper towels. We don't have that."

"I have never seen one with an 'out of order' sign, although we did have one that required replacement a few years back. But Excel was great about working with us for that," says Sweitzer. "We receive no complaints from our guests. They work."

She says that the sleek and attractive look of the hand dryers – in stainless steel – adds to the aesthetics of the hotel. "XLERATOR goes with the look and style of our luxury design. It flows. It doesn't appear to be just thrown on the wall."

THE GREEN SEAL OF APPROVAL

The Fairmont Chicago has received Green Seal Silver Certification for its efforts to reduce impact on the environment by adopting sustainable technology. "Sustainability is more than just a trend," says William Gagnon, Vice President of Marketing at Excel Dryer. "As all facilities are looking for green and cost-saving initiatives, the installation of XLERATOR Hand Dryers accomplishes both."

Excel Dryer's expanded, enhanced product line — featuring XLERATOR, XLERATOR^{eco} and ThinAir[®] Hand Dryers — offers the most options and complete line of accessories in the industry to create the best hand drying solution for any restroom environment.

Top hotels and hospitality destinations around the world use Excel Dryer Hand Dryers to save time, money and the environment while improving the guest experience. Be like Fairmont Chicago and show paper towels the door. Make the change today!

*Dry time and energy use testing performed by SGS International on standard XLERATOR Hand Dryer with 0.8" nozzle to 0.25g or less of residual moisture, pursuant to the UL Environment Global Product Category Rules (PCR) for Hand Dryers.

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TIME TO THROW IN THE TOWEL[®]

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