

2008 North American Hand Dryer Green Excellence of the Year Award

Dyson B2B Inc.

The 2008 Frost & Sullivan Green Excellence Award in Product Innovation in the North American hand dryer market is presented to Dyson B2B Inc. (Dyson). The Award is conferred upon Dyson for developing the Dyson Airblade™ hand dryer, the fastest, most hygienic hand dryer. The Dyson Airblade™ hand dryer works by wiping water from hands using two sheets of air traveling at 400mph, leaving hands dry in just 12 seconds. The energy efficient Dyson Digital Motor, infra-red sensory technology, and High Efficiency Particulate Air (HEPA) filter enhance the operability of the dryer manifold and removes 99.9% of bacteria from the air used to dry hands. It replaces the need for paper towels, thus addressing the issue of excessive landfill. It is also energy efficient due to its innovative Airblade™ technology. These product attributes establish the company's commitment to a cleaner and greener environment.

Significance in the Industry in terms of Unrivalled Advantages

For decades people have been dissatisfied with slow, inefficient hand dryers. The main drawback of other hand dryers is that they depend to a large extent on evaporation which makes the process long drawn and unhygienic. To speed up drying, people usually rub their hands, which in turn help bacteria to penetrate deep into the skin and fingernails. To get rid of it, they switched to paper towels. However, use of paper towels leads to the problem of excess landfill and thus it is not a satisfactory solution to the problem. In such circumstances, Dyson came up with its revolutionary Dyson Airblade™ hand dryer, which is fast, highly efficient, hygienic, cost effective, environment-friendly and technologically superior compared to other hand dryers. It took Dyson three years of rigorous research and testing efforts to launch the Dyson Airblade™ hand dryer in June 2007.

The highly efficient, environment-friendly features which make Dyson Airblade™ hand dryer unique in the market are briefly discussed below:

- **Revolutionarily Fast:** Unlike traditional hand dryers that blow warm air and depend on evaporation to dry hands, the Dyson Airblade™ hand dryer wipes water from hands using two sheets of air traveling at 400mph, drying hands in just 12 seconds. Compared to traditional hand dryers, which take approximately 22 to 48 seconds, the Dyson Airblade™ hand dryer dries hands to 0.1 grams of

moisture (meeting the NSF standard) in 12 seconds. That's almost half of the industry-average time.

- **High Energy Saving:** Traditional hand dryers use motors that are outdated and require 2400 watts, which is inefficient. The key to the Dyson Airblade™ hand dryer using up to 80% less energy than warm air hand dryers is the Dyson Digital Motor. Because it is digital, it is carbon-free and there is no energy-hungry heating element to power. Hands are dry in just 12 seconds, so less energy is required. Traditional hand dryers use more energy due to wasteful operation: a user walks away while the machine continues to run, or it is triggered when someone passes by. Such inefficiencies have been minimized by the Airblade™ hand dryer, which starts and stops automatically when hands are inserted and withdrawn. This infra-red sensory technology ensures the dryer starts working only when the user's hands are placed in it.
- **Cost Effectiveness:** The Dyson Airblade™ hand dryer saves up to 80% in energy costs over warm air hand dryers and costs less than 98% over operating costs of paper towels. The Airblade™ hand dryer is highly cost effective as compared to existing alternatives and this enhances its adoption by a large number of businesses.
- **Distinctively Hygienic:** Warm air hand dryers serve as the breeding ground for washroom germs which get transferred to the user's body when they touch the dryer, either accidentally or when in use. The Dyson Airblade™ hand dryer uses a HEPA filter removing 99.9% of bacteria from the air used to dry hands and is the only commercial hand dryer to be certified by the National Sanitation Foundation (NSF) as hygienic.
- **Gentle to the Skin:** Repeated exposures to heated air blown by conventional hand dryers sometimes result in skin problems related to natural moisture levels, skin cells or blood circulation. However, no such evident danger was witnessed in user's hands during testing the Airblade™ hand dryer.

The Dyson Airblade™ hand dryer thus provides cleaner hands in an extremely short time. It is environment-friendly and helps save considerable energy, causing no increment to the landfill, a prime problem with paper towels. The market response has been overwhelming with businesses having achieved desired cost efficiency and users satisfied with its excellent performance with no environmental side-effect.

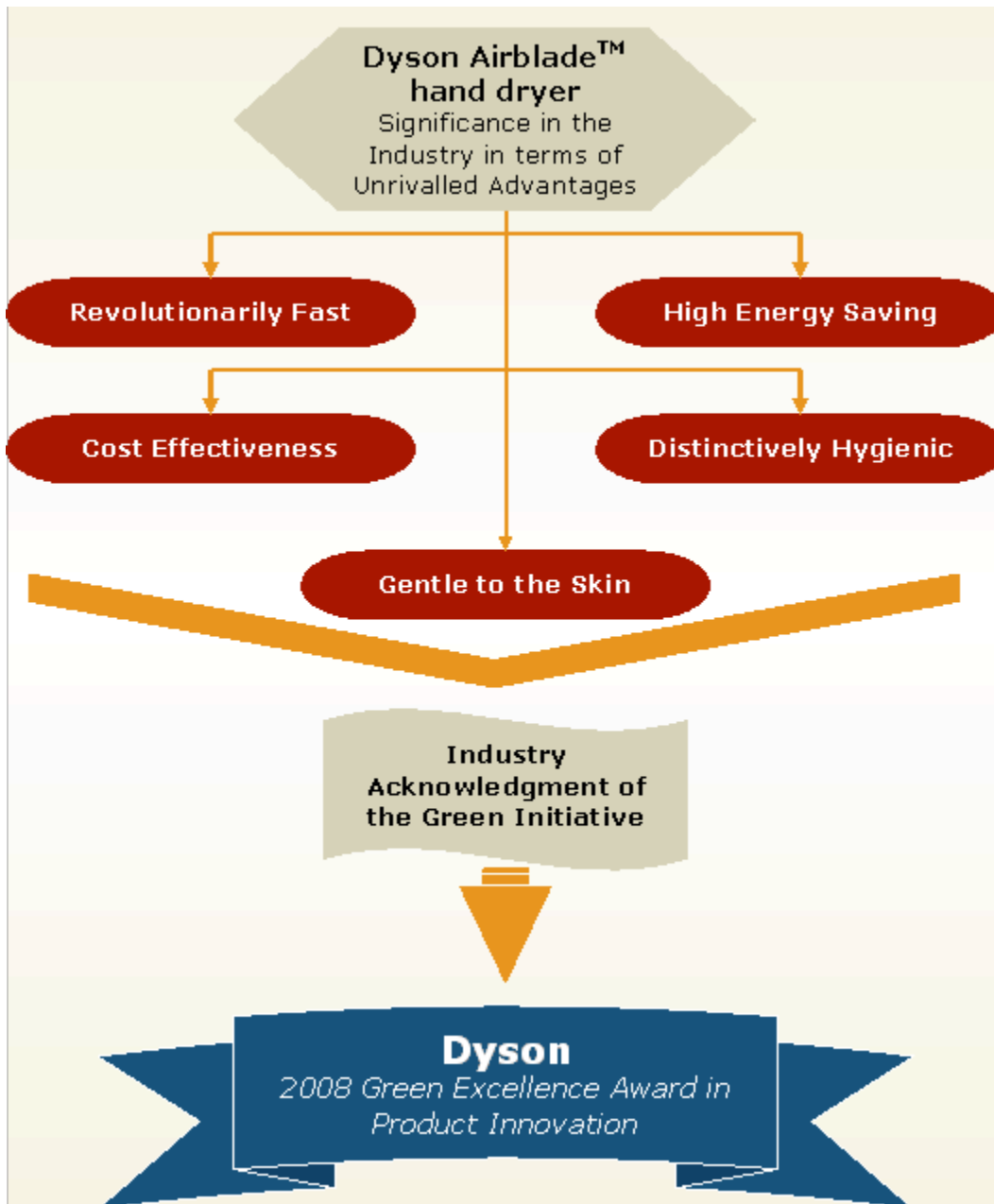
Industry Acknowledgement of the Green Initiative

Dyson is a member of the United States Green Building Council (USGBC), a non-profit organization devoted to sustainable building design and construction. Dyson's revolutionarily innovative Airblade™ hand dryer has been endorsed by the Green Restaurant Association in North America which helps restaurants and their customers become more environment-friendly in sustainable, cost-effective ways. The product has been chosen as a GreenSpec-listed product by Building Green on the basis of rigorous research conducted on a sample of several competing products. Clearly, the Airblade™ hand dryer has been recognized in the industry as a green product offering sustainable solution to a significant problem plaguing the industry for so long.

Chart 1.1 presents the factors that make Dyson the worthy recipient of the Green Excellence Award in Product Innovation in the North American hand dryer market for 2008.

Chart 1.1

Hand Dryer Market: Factors Contributing to Dyson's Green Excellence Award in Product Innovation (North America), 2008



Source: Frost & Sullivan

Conclusion

The Airblade™ hand dryer introduced by Dyson in June 2007 is a revolutionary hand dryer, employing innovative Airblade™ technology to wipe hands dry in only 12 seconds - the shortest dry time on the market. It overcomes all the shortcomings of a warm air hand dryer and eliminates the need for paper towels which are expensive,

cumbersome and cause excess landfill when disposed of. The Airblade™ hand dryer has received industry accolades: the Airblade™ is a GreenSpec-listed product by Building Green, and is endorsed by the Green Restaurant Association. These factors make Dyson the worthy recipient of the 2008 Frost & Sullivan Green Excellence Award in Product Innovation in the North American hand dryer market.

Award Description

The Frost & Sullivan Green Excellence Award in Product Innovation is presented to a company that has demonstrated unique product design and development initiatives, which is aligned with a sustainable and environmentally conscious objective within its industry sector. This Award signifies the company's identification of a unique and revolutionary solution with significant environmental benefits, while presenting tremendous market potential simultaneously. Moreover, the Award also signifies that the company's overall business strategy is sound and poised for success.

Research Methodology

Product innovation, focused on environmental priorities and long-term sustainability, is assessed regularly through continuous monitoring amongst market participants within specific industry sectors. Frost & Sullivan's analyst teams perform extensive interviews with companies within specific industries to evaluate their products, technologies and business strategies. In addition, research within that market space is performed to benchmark the Award recipient's product line against others. Also considered are elements such as strategic alliances, expected time to market, environmental soundness, long-term green strategies, and management advocacy behind the success of the product.

Measurement Criteria

Specific measurement criteria used to determine the final award recipient are as follows:

Product Profile

- Product platform characterized by long-term sustainability
- Streamlined design that enhances product efficiency
- Adaptability and responsiveness of the product to address changing environmental needs and priorities

Business Commitment

- Entrepreneurial dexterity in incorporating conservation into the business concept
- Development of product solutions to address concerns regarding climate change
- Industry's acknowledgement of the green initiative in question, by way of financial support, strategic support, and recognition as a pioneering venture

Environmental Accountability

- Demonstration of obligatory responsibility in reducing environmental burden as part of the solution
- Inherent features that enhances adoption / participation rate
- Creation of collective accountability towards reducing the impact of climate change, dependency on finite resources and ecological footprint

About Frost & Sullivan Green Excellence Awards

Instituted as an integral part of the Environment & Building Technologies Practice of Frost & Sullivan, Green Excellence Awards are presented to companies that have excelled in green product and technology innovation, and service achievements. These Awards recognize groundbreaking ideation and innovation across a multitude of disciplines that originated from a firm sense of environmental responsibility. Recipient companies are committed to a continuous focus on reducing the dependency on finite resources, from concept to commercialization. Their efforts demonstrate a resolve to reduce the impact of climate change and overall ecological footprint.

Frost & Sullivan Best Practices Awards recognize companies in a variety of regional and global markets for demonstrating outstanding achievement and superior performance in areas such as leadership, technological innovation, customer service, and strategic product development. Industry analysts compare market participants and measure performance through in-depth interviews, analysis, and extensive secondary research in order to identify best practices in the industry.

About Frost & Sullivan

Frost & Sullivan, the Growth Consulting Company, partners with clients to accelerate their growth. The company's Growth Partnership Services, Growth Consulting and Career Best Practices empower clients to create a growth focused culture that generates, evaluates and implements effective growth strategies. Frost & Sullivan employs over 45 years of experience in partnering with Global 1000 companies, emerging businesses and the investment community from more than 30 offices on six continents. For more information about Frost & Sullivan's Growth Partnerships, visit <http://www.frost.com>.
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