

GRAND CENTRAL

**750,000 DAILY VISITORS.
24 XLERATOR[®] HAND DRYERS.
NO PAPER TOWELS.**



**IF WE CAN MAKE IT HERE,
WE CAN MAKE IT ANYWHERE.**

› PROBLEM

750,000 Visitors + Paper Towels = Clogged Toilets, Dirty Restrooms, High Energy Consumption, Huge Expense

› SOLUTION

24 XLERATOR Hand Dryers

› RESULTS

Major Cost Savings; Reduced Labor, Maintenance, Waste and Energy; Hygienic Restrooms; Improved Guest Experience



PAPER TOWELS HAVE LEFT THE STATION

With more than 750,000 daily visitors, New York City's iconic Grand Central Terminal is its own small city within the greatest city in the world. It has 44 train platforms, 68 shops and 35 restaurants across its 48 acres — with 24 XLERATOR high-speed, energy-efficient hand dryers keeping its restrooms clean and green. One thing you won't find? Paper towels.

It's a big job, but XLERATOR has proven itself up to the task. And with its facility-wide focus on energy efficiency and sustainability goals such as LEED® certification, Grand Central has proven that historic buildings can still be on the cutting edge of green technology.

Steve Stroh, assistant deputy director of electrical and mechanical maintenance and 30-year Grand Central Terminal employee, has been instrumental in the facility's forward-thinking initiatives.

"Everything we do, we must look at with sustainability in mind," Stroh says. "We've made a number of upgrades to Grand Central over the years, including updating the electrical, plumbing and lighting systems led by our sustainability team. Let me put it this way, we changed every light bulb in the place. And there are 60,000 of them."

XLERATORS ARE ON BOARD

Grand Central's facilities have been described as the "Best restrooms in New York City" by Joan Hamburg of WABC, known as New York Radio's First Lady.

For the new bathroom construction and renovation, Stroh sought out sustainable products, including the XLERATOR, which replaced the paper towels and conventional hand dryers in the terminal's facilities.

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.

"Paper towels typically end up in the toilets and plugging up sewer systems," says Stroh. "With the XLERATOR, we don't have to worry about paper towels ending up outside the garbage cans or plugging up our sewers. It's eliminated the need for paper towels in our restrooms."

"I was on a fishing trip with my boss when I experienced the XLERATOR for the first time at a rest stop, I remember thinking, 'Those jet dryers really worked.' They were heavy duty. We thought if they could hold up to the abuse of a public rest area, they would be a great option for Grand Central. We dug around and researched the XLERATOR and saw that it also had a lot of green certifications."

› STEVE STROH
ASSISTANT DEPUTY DIRECTOR
OF ELECTRICAL AND
MECHANICAL MAINTENANCE

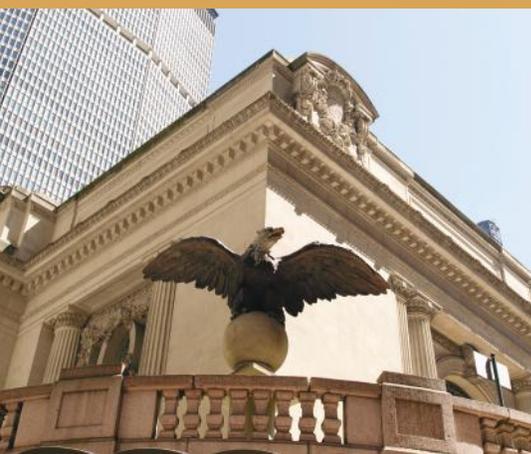




JACQUELINE KENNEDY ONASSIS
AND
GRAND CENTRAL TERMINAL

“Is it not cruel to let our city die by degrees, stripped of all her proud monuments, until there will be nothing left of all her history and beauty to inspire our children? If they are not inspired by the past of our city, where will they find the strength to fight for her future? I think if there is a great effort, even if it’s at the eleventh hour, you can succeed and I know that’s what we’ll do.”

» JACQUELINE KENNEDY ONASSIS



“The old hand dryers were nothing but a cheapo heating coil and a fan,” says Stroh. “The ladies room always had a line because the dryers took too long. I don’t have time for that.” And neither do the guests that visit Grand Central. “Not all of the people who come here ride the train,” Stroh continues. “They also come here to shop and eat, which means most of them use the restrooms.”

FAST TRACK TO SUSTAINABILITY

Today, New York City’s Grand Central Terminal is a national landmark. But if not for Jacqueline Kennedy Onassis, Grand Central Terminal and all of its history would have been demolished in the 1970s. She formed the Committee To Save Grand Central Station and urged then-Mayor Abe Beam to preserve the terminal. Every aspect of Grand Central is designed to honor that legacy.

Grand Central installed XLERATOR Hand Dryers to support a sustainable transformation of the facility. The renovations can be challenging because of rules and regulations that protect landmark structures. Because of their aesthetics and design, the XLERATOR solves Grand Central Terminal’s main concerns without compromising the original Beaux-Arts architecture.



TROUGH-STYLE DRYERS WENT OFF THE RAILS

The XLERATOR Hand Dryer’s sensor-activated technology reduces touch points and significantly improves hand hygiene. “Visitors don’t want to touch something that hundreds of other people have touched,” Stroh says.

Eliminating paper towel waste also provides environmental benefits. A peer-reviewed (ISO 14040 standards) Life Cycle Assessment of XLERATOR confirmed it reduces the carbon footprint of hand drying by 50-75 percent compared to both traditional hand dryers and even 100-percent recycled paper towels.

“We also tried Dyson Airblade hand dryers in our employee restrooms,” adds Stroh. “But it was a test that didn’t pass. We had more problems with those not working.”

According to Stroh, the trough-style hand dryers required more maintenance and collected excess water and waste, which is why the XLERATOR Hand Dryer is now used throughout the public and office spaces of the terminal.



ON THE RIGHT TRACK

Grand Central Terminal's high-traffic environment requires solutions with the industry's best warranties calling out customer relations representatives by name, he values Excel Dryer's commitment to customer support. The XLERATOR Hand Dryers "...take a lot of abuse," Stroh elaborates. "The new covers are great for our application because we can scrub them to get rid of graffiti and keep them clean." The newfound cleanliness of the restrooms is being noticed.

GRAND CENTRAL TERMINAL RESTROOMS HAVE BEEN
NOMINATED AMONG AMERICA'S BEST PUBLIC RESTROOMS.

If the XLERATOR can make it here, it can make it anywhere. High-traffic venues and historic buildings are looking toward the future with green technology.

Excel Dryer's expanded product line — featuring XLERATOR, XLERATOR^{eco}® and ThinAir® Hand Dryers — now comes with enhanced features including sound, speed and heat control, multi-voltage options (110-120V or 208-277V) and an externally visible service LED to streamline maintenance. With the most options and accessories in the industry, you can create the best hand drying solution for any restroom environment.

Follow Grand Central's lead and make paper towel waste a thing of the past. Make the change to XLERATOR 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.



TIME TO THROW IN THE TOWEL®

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