



# 'WILD'

ABOUT WASTE REDUCTION  
AND HAND HYGIENE



**High-Speed, Energy-Efficient  
XLERATOR® Hand Dryer**  
*A Best-In-Class Solution For  
Buffalo Wild Wings Franchise*

As a franchise owner of Buffalo Wild Wings, Sarah Morin knows a thing or two about statistics. "Sports people can be a bit obsessed with stats," she said. "And I like ours: 50 high-definition plasmas and big screens, 30 ice cold beers on draft, 20 signature sauces and dry rubs for our award-winning wings and hand dryers that work in 10 seconds." While that last statistic may seem a little out of place, Morin said high-speed, energy-efficient XLERATOR® hand dryer technology extends the Buffalo Wild Wings focus on advanced technology.



**Sarah Morin,**  
Buffalo Wild Wings  
Franchise Owner

**"Best-in-class XLERATOR hand dryers are consistent with our brand in that they help us provide the ultimate guest experience. When you walk into the dining area or our restrooms, we want you to say, 'Wow!' The speed and efficiency of the XLERATOR definitely adds to that 'wow' factor."**

"We spend a lot of money on technology," said Morin, who opened her first Buffalo Wild Wings franchise in Windsor, Connecticut, in 2007. "Best-in-class XLERATOR hand dryers are consistent with our brand in that they help us provide the ultimate guest experience. When you walk into the dining area or our restrooms, we want you to say, 'Wow!' The speed and efficiency of the XLERATOR definitely adds to that 'wow' factor."

The XLERATOR hand dryer, manufactured by Excel Dryer, Inc., dries hands completely three times faster (10 seconds\*) and uses 80 percent less energy than conventional hand dryers. XLERATOR hand dryers represent a 95-percent cost savings when compared to paper towels and eliminate their labor, maintenance and waste. Touch-free, automatic sensor activation and an optional HEPA Filtration System create a more hygienic restroom environment, which is particularly important for restaurant settings that require superior hygienic standards. In addition, the XLERATOR hand dryer is GreenSpec® Listed, endorsed by the Green Restaurant Association and helps facilities qualify for several LEED® v4 Credits and Green Globes to achieve corporate or government sustainability goals.



## A WINNING SOLUTION

Each of Morin's three Buffalo Wild Wings locations – in Windsor, Manchester and Wethersfield, Connecticut – opened with the XLERATOR hand dryers installed in the restrooms. "As far as I'm concerned, it really is a 'best-in-class' solution," she said. "We knew we did not want paper towels. They create an unnecessary mess that pulls the focus of our team away from the guests, which is where their attention should be. We spoke with our general contractor in construction meetings who said restaurants that go with other solutions typically end up replacing them with XLERATOR hand dryers anyway."



The XLERATOR has proven to be a worthwhile investment for Morin, who cited the waste reduction and improved hygiene as among the main benefits of the hand dryers. "We are able to redirect the attention of our team members to focus on the guest experience rather than refilling paper towel dispensers and waste removal," said Morin. "There is also that expression that a restaurant's restroom is a 'window to the kitchen.' If restrooms are not well maintained, or littered with paper towel waste, it reflects poorly on the entire operation. If guests can see a mess in the restroom, they worry about what they can't see in the kitchen." The XLERATOR hand dryers are a hygienic choice for her staff because they don't have to pick up potentially bacteria-laden paper towels from the floor or handle paper towel waste.

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Additionally, the XLERATOR's sleek look complements Buffalo Wild Wings' restrooms. "We wanted something that looked as if it matched our audio/visual technology investment," Morin said. "The XLERATOR definitely fits that aesthetic." In addition, the XLERATOR's high-speed, energy-efficient performance is on par with the technology component included in the dining area, something her patrons appreciate.



## GAME CHANGER

In an environment where guests often come to watch big games – from the Super Bowl and World Series to March Madness and the Olympic Games – taking a lengthy restroom break can mean missing something big. “As an avid sports fan myself, you don’t want to miss a second of the game,” says Jay Fisher, Morin’s Direction of Operations and Partner in all three franchises. “We don’t have that experience here. It’s easy-in, easy-out. You wash your hands, you dry your hands and you’re back before the commercial’s over and you don’t miss the game-winning interception.”



**Jay Fisher,**  
*Buffalo Wild Wings*  
*Director of Operations/Partner*

**“The XLERATOR makes a difference. Our labor force can be where it needs to be – focusing on our guests.”**

The Buffalo Wild Wings franchises each see between 3,500 and 4,000 guests per week, and they estimate a majority of these guests will use the restrooms during their visit. “The XLERATOR makes a difference,” Fisher emphasized. “Our labor force can be where it needs to be – focusing on our guests.”

Like Buffalo Wild Wings, which boasts 20 signature sauces and dry rubs, Excel Dryer offers the most options and complete line of accessories in the industry to create the best hand drying solution for any restroom environment, including a HEPA Filtration System, adjustable speed and sound control, 1.1” noise reduction nozzle, an ADA-compliant Recess Kit, the XChanger® Combo Kit – an ADA-compliant paper towel dispenser retrofit kit, MICROBAN® antimicrobial Wall Guards, and custom digital image covers adopted by several companies and organizations including Dunkin’ Donuts, Coca-Cola, Starbucks, Subway and many more. Learn more about the game-changing XLERATOR hand dryer at [exceldryer.com](http://exceldryer.com).

\* Dry time based on third party testing performed by SGS International on standard XLERATOR® hand dryer with 0.8 nozzle to less than 0.20g of residual moisture



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