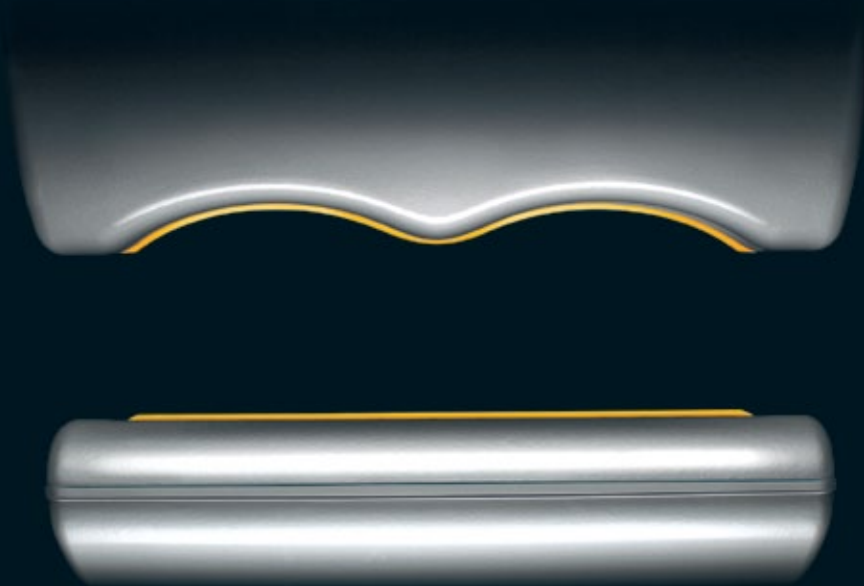


dyson **airblade**

# Setting the record straight on the environment.

A leading science and technology university has analyzed the environmental impact of all hand drying methods.

And found that alongside standard warm air hand dryers, paper towels have the largest environmental impact of all hand drying methods.



# dyson airblade

Setting the record straight on the environment.

## What they don't say

### Paper towels are rarely recycled

So they end up in the ground or in the incinerator.

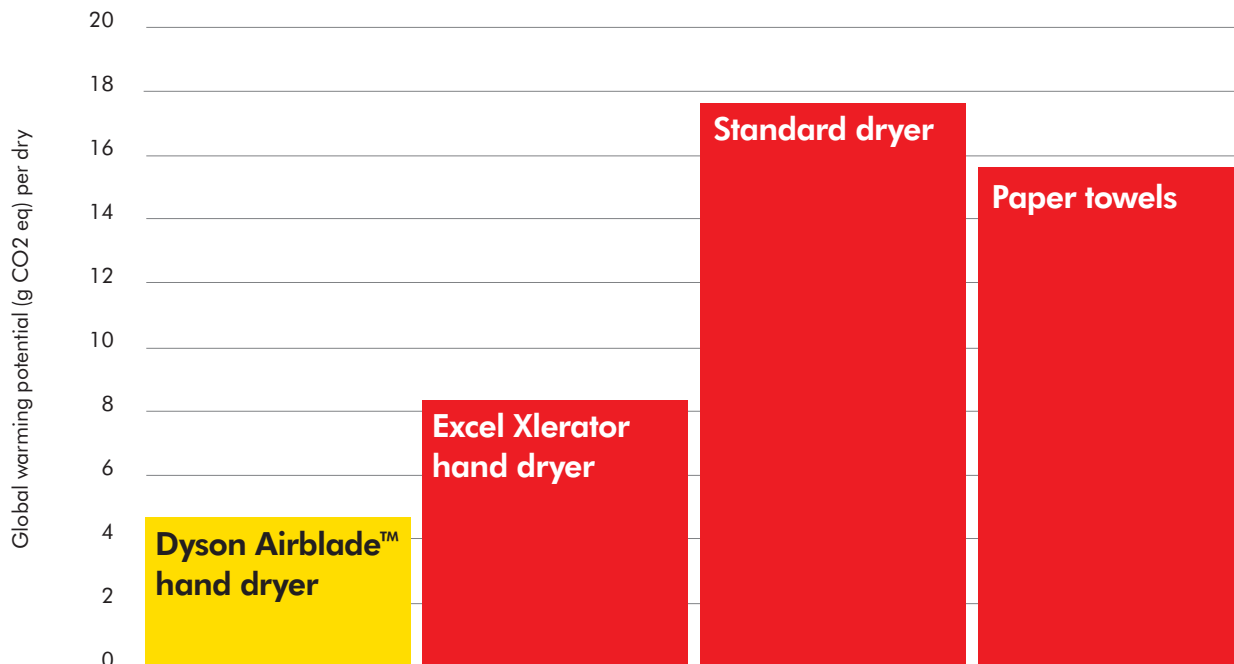
If every person in Canada dried their hands just once a day using two paper towels each time, over 25 billion paper towels would go into waste every year.\*

Makes you wonder where they all end up.



\*Calculations based on an estimated Canadian population of 34,349,200 (Stats Can June 2011). Usage based on 2 towels per dry (data from Dyson internal research – Sept). 365 day a year.

## The Dyson Airblade™ hand dryer is proven by the study to have a lower environmental impact than any other hand drying method



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

To view the study on the environmental impact of hand drying methods, visit: [www.english.dysonairblade.ca/study](http://www.english.dysonairblade.ca/study)