



# Are “High Speed” Dryers Really **Worth the Risk?**

Several new studies reveal that  
**high speed dryers can pose bacterial contamination,  
tenant dissatisfaction and other business risks.**

*Find out why they're not as hygienic  
as they claim....*

# The Risks of High Speed Dryers

## RISK:

*High speed dryers harbor bacteria on their surfaces and in their airstreams which could lead to dangerous cross contamination.*

Bacteria inside dryers are carried in the airstream and deposited on wet hands. Plus many new dryer designs require placing hands inside the machine, increasing the chance of touching surfaces. That means it's easier for you to come in contact with other people's germs than with a clean paper towel.

## RISK:

*High speed and warm air dryers can blow bacteria on you – and throughout the restroom.*

A recent University of Westminster study measured bacteria counts directly below and up to 2 meters away from different dryers and towel dispensers. Paper towels posed the least risk of cross contamination. Warm air and high speed dryers literally blew out bacteria for long distances – up to 2 meters in the case of the Dyson Airblade™. The study identified 10 different types of harmful bacteria moving through the airstream and onto hands, including Escherichia coli (e-coli) and Staphylococcus Aureus (staph).

### Distances bacteria were measured from the Drying Device<sup>1</sup>



*In terms of bacterial cross-contamination, paper towels fared the best, with both warm air and high speed dryers carrying bacteria longer distances.*

## RISK:

*Air dryers can dramatically increase bacteria on hands*

The University of Westminster study found that high speed dryers increase bacteria count on hands up to 42%, and warm air dryers increase bacteria by up to 254%. On the other hand, **paper towels actually reduce bacteria on hands by up to 77%.**

### Change in bacteria levels present on hands after washing and drying hands<sup>1</sup>



**Up to 77% REDUCTION in bacteria**  
when drying with paper towels



**Up to 42% INCREASE in bacteria**  
when drying with Dyson Airblade™



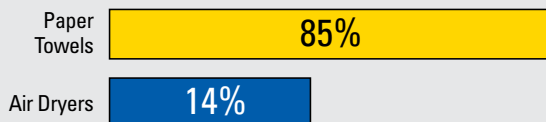
**Up to 254% INCREASE in bacteria**  
when drying with warm air dryer

## RISK: *Tenant Dissatisfaction*

A recent consumer usage study showed customers preferred paper towels 6 to 1 over high speed hand dryers. This was after using both systems and learning of the risk for bacterial cross-contamination posed by high speed hand dryers. The message was clear: customers concerned about hygiene preferred paper towels.

Consumer Usage Study:<sup>2</sup>

**Which drying method is preferred?**



## RISK:

*Long lines, wet floors and congestion in high traffic areas*

This problem stems from the fact that high speed dryers take nearly twice as long to dry your hands than paper towels. A recent consumer usage study found that restroom users took 21.9 seconds to dry their hands with a Dyson Airblade™; Dyson claims 12 seconds. Drying with paper towels took just 10.5 seconds. Longer drying times can be frustrating for users and cause wet floors and congestion.

	Dry Time* (seconds)	Manufacturer's Claim* (seconds)
Dyson Airblade™	21.9	12.0
Paper Towel only	10.5	–

- \* Customer determined that their hands were appropriately dried<sup>3</sup>
- \* Manufacturer's Claim (Hands still have residual moisture), based on NSF protocol P335.



## RISK:

*High speed dryers cause noise pollution.*

The noise level generated by one high speed hand dryer unit is comparable to busy city traffic (84/85 dB).

## RISK:

*Start-up costs could be 4 times more than expected.*

To maintain the same restroom traffic flow with a folded towel or roll towel dispenser, you would need to install up to 4 dryers for every one towel dispenser. This is based on the fact that each user must stand in front of the unit until hands are dry, compared to taking a paper towel and stepping away. The additional power consumption of high speed dryers would also increase your facility costs.



**1 Towel Dispenser = 4 High Speed Dryers could mean an average \$9600 investment per existing towel dispenser.**

<sup>1</sup> University of Westminster, Feb. 2009 – a comparative study of different hand drying methods

<sup>2</sup> Consumer Insights Mall Study, 2008 – users' preference in hand drying systems

<sup>3</sup> Consumer Dry Time Study, 2009 – determined actual time users took to dry hands with towels and Dyson Airblade™



## Reduce your risk with our quality paper towels & dispensers

We offer you a full line of hygienic, touch-free paper towel dispensers. That includes exclusive towel dispensers made with MICROBAN® technology that provides built-in antimicrobial protection against most common stain and odor-causing bacteria.

From high-capacity hard roll towels to folded towels to electronic and other touch-free dispensers, you can count on KIMBERLY-CLARK PROFESSIONAL\* for hand drying solutions that enhance your hygiene, your image – and your tenant satisfaction.



✦ These dispensers now available with MICROBAN® technology that provides built-in antimicrobial protection against most common stain and odor-causing bacteria.

### Towel Systems

Code	Description	Color	Ply	Size (W x L)		Qty/Pack	Packs/Case	Case Count		
<b>Hard Roll Towels</b>										
50606	KLEENEX® Hard Roll Towels (1.75" / 4.4cm Core)	White	1	8" x 600'	20.3cm x 182.9m	600'	182.9m	6 rolls	3,600 ft.	1,097m
02000	SCOTT® High Capacity Hard Roll Towels (1.75" / 4.4cm Core)	White	1	8" x 950'	20.3cm x 289.5m	950'	289.5m	6 rolls	5,700 ft.	1,737m
<b>Folded Towels</b>										
01999	■ KLEENEX® SCOTTFOLD* Towels	White	1	9.4" x 12.4"	23.9cm x 31.5cm	120 sts.	—	16 pks.	1,920 sts.	—
01900	■ KLEENEX® SCOTTFOLD* Towels	White	1	8.1" x 12.4"	20.5cm x 31.5cm	120 sts.	—	20 pks.	2,400 sts.	—
01980	■ SCOTT® SCOTTFOLD* Towels	White	1	9.4" x 12.4"	23.9cm x 31.5cm	175 sts.	—	25 pks.	4,375 sts.	—
01960	■ SCOTT® SCOTTFOLD* M Towels	White	1	8.1" x 12.4"	20.5cm x 31.5cm	175 sts.	—	25 pks.	4,375 sts.	—
<b>SCOTT* Roll Towels</b>										
01032	SCOTT® Roll Control Center Pull Towels	White	1	8" x 12"	20.3cm x 30.4cm	700 sts.	—	6 rolls	4,200 sts.	—

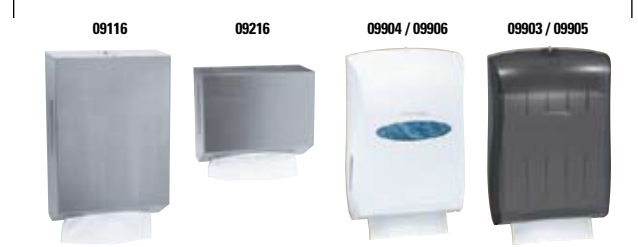
Meets EPA standards for minimum post consumer waste content: towels 40% FSC Certified SCS-COC-00297

■ Not available in Canada

#### HARD ROLL TOWEL DISPENSERS



#### FOLDED TOWEL DISPENSERS



#### CENTER PULL ROLL TOWEL DISPENSERS



### Our Guarantee

Your total satisfaction means everything to us. If, for any reason, our products do not meet your expectations, Kimberly-Clark will reimburse you† for your initial purchase, via FREE product, for up to \$1,000.

For more information on KIMBERLY-CLARK PROFESSIONAL\*, visit us online at [www.kcprofessional.com](http://www.kcprofessional.com), contact your Kimberly-Clark Sales Representative, or call us at 1-888-346-GOKC (4652).

† Guarantee extended to consuming end-user accounts only.

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