

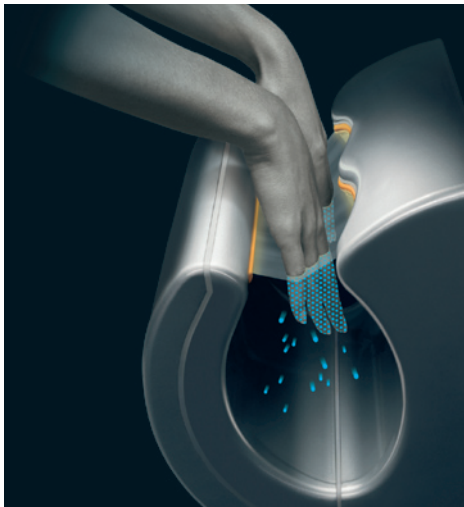
BKI/Carl's Jr.

Carl's Jr. restaurants are known for the quality of their service and facilities.



“Installing the Dyson Airblade™ hand dryer in our freeway restaurant keeps the restrooms clean – even with large numbers of visitors.”

Dana McClure
BKI/Carl's Jr.



Carl's Jr. started as a one-man hot dog stand in 1940's Los Angeles. It has since grown into one of the largest fast-food chains on the west coast of America with over 1,000 franchised restaurants.

BKI is a Carl's Jr. franchisee with 23 restaurants across southern California.

“Our busiest restaurant is off a major freeway – the restrooms are used by travelers as well as guests,” says BKI President, Dana McClure. “Paper towels were inefficient and cost too much. Guests used at least two towels each time they used the restrooms, so the waste really added up. We even switched to recycled paper to reduce our environmental

impact – but the volume of restroom users still produced huge amounts of trash.”

McClure researched hand-drying alternatives that cost less and were able to withstand high volumes of users. “Other high-speed hand dryers blow dirty air back at you and we didn't feel our hands were dry properly after using them. They also drain large amounts of electricity to heat air, so they're wasting energy as well.”

“The Dyson Airblade™ hand dryer uses purified air and fits in with our brand's quality – they cost very little to run and produce no trash,” explained McClure.

“The technology is exciting,” he adds. “Our restrooms are still busy but now people are in and out – and they all have something positive to say about the Dyson Airblade™ hand dryer.”

To try the Dyson Airblade™ hand dryer or for more information call or visit:

1-888-DYSON-AB
www.dysonairblade.com



dyson airblade
The fastest, most hygienic hand dryer.