

Carbon Trust certifies Dyson Airblade™ hand dryer
First hand dryer awarded for committing to reduce carbon emissions

The Dyson Airblade™ hand dryer is the first hand dryer to be awarded the Carbon Reduction Label from the Carbon Trust.

To secure the Carbon Reduction Label, the machine's total carbon footprint – the amount of carbon emissions (CO₂ and other greenhouse gases) produced from its materials and manufacture, transport, in-use and end of life – were measured and certified by the Carbon Trust. As part of the certification, Dyson has committed to reducing the Airblade™ hand dryer's carbon emissions further in the next two years.

The footprinting process revealed that the Dyson Airblade™ AB03 hand dryer emits 1,100 kg/ CO_{2e} total emissions during its lifetime or 3 g/CO_{2e} per dry¹ - equal to the carbon emissions created by watching 2 minutes and 9 seconds of television².

James Dyson:

"Good design and environmental responsibility go hand in hand. By considering the environment from the start, our engineers develop machines that are more powerful, perform better and work using less energy and materials."

Tom Delay, chief executive of the Carbon Trust:

"Product carbon footprinting will help to deliver the lower carbon products of the future, by informing design decisions that drive out carbon emissions. We commend Dyson for their commitment to measure and reduce the carbon footprint of the Airblade™ hand dryer."

Powered by the Dyson digital motor, the Dyson Airblade™ hand dryer channels cold air at 400mph - literally scraping water from hands in 10 seconds. Unlike conventional hand dryers, the Dyson machine does not require a power-hungry heating element to dry hands – making it nearly 80% more energy efficient². And it avoids paper towel waste in landfills.

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Further information on the Dyson Airblade™ hand dryer lifecycle:

The carbon footprint study of the machine revealed the following:

Materials and manufacture

² Based upon the Dyson Energy Consumption test method for dry time to 0.1g

- Represents 8.5% of the Dyson Airblade™ hand dryer's total carbon emissions. The smallest component measured was a PCB resistor weighing just 0.09g.
- The machine, made from polycarbonate-ABS, a strong and flexible plastic used to make riot shields and police helmets, produces over 50% less CO_{2e} emissions during production than the aluminium equivalent.

Transport

- Transport, from the production of the machine's materials to washrooms to recycling facilities, makes up only 1% of the total carbon footprint of the machine. The close proximity of Dyson suppliers to testing, development and assembly operations in Malaysia helps minimise transport emissions.
- Dyson also avoids energy exhaustive air-freighting by shipping its products around the world by sea using fuel efficient vessels, rail and canal. Use of wooden pallets is avoided to increase the number of machines in each shipping container.

Energy in-use

- The biggest impact on the Dyson Airblade™ hand dryer's carbon footprint is not through manufacture or transport, but its energy in use representing 90.8% of total carbon emissions.
- The Dyson digital motor spins at 88,000rpm – five times faster than a Formula 1 car engine. Unlike conventional brushed motors, it doesn't emit harmful carbon particles into the air.

End-of-life

- The machine's end of life phase represents less than 1 percent of the machine's total carbon footprint.
- Dyson ensures that it engineers machines and technologies that are reliable and durable thereby reducing the number of machines that need to be recycled or discarded. Almost all the machine's component parts are recyclable.
- The Dyson Airblade™ hand dryer is guaranteed by a 5 year/350,000 uses warranty and can be recycled to comply with the European Waste Electrical and Electronic Equipment (WEEE) Directive.

Notes to editors:

- (The) AB01 Dyson Airblade™ hand dryer is made from robust, impact-resistant aluminium for tolerating high levels of use at places such as airports. It is priced £699 + VAT.

- (The) AB03 Dyson Airblade™ hand dryer has the same patented technology as AB01 but it's made from PC-ABS – a lightweight yet durable compound – ideal for regular washrooms. It is priced £599 +VAT.
- The Dyson Airblade™ hand dryer is the only hand dryer certified hygienic by NSF international.
- Dyson was recently awarded the Carbon Trust Standard for reducing its company's carbon emissions by 15% from 2006 to 2009 in the UK.
- For more information on Dyson's environment policy, visit <http://www.dyson.co.uk/environment/>

For more information on the Dyson Airblade™ hand dryer, please contact:
<insert local contact details>

For more information on the Carbon Reduction Label, please visit www.carbon-label.com.

For more information on the Carbon Trust, please visit www.carbontrust.co.uk or contact:

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