

SAVORTEX



Smart Drying™

London November 29th 2010: "Innovation for Success" event took place at the world renowned Institute of Engineering technology at Savoy place, London to celebrate British Innovation, British Design and British Manufacturing, an event organised by SAVortex Ltd, who launched their latest eco-smart hand dryer; The Vortex 550 warm air, high speed hand dryer, the first 10 second dryer using only 550 watts of total energy.

Director of SAVortex, Syed Ahmed said : "We find ourselves in tough economic times and in a race against climate change, business leaders must take a lead and look at ways of implementing sustainable practices that reduce energy use through the businesses which ultimately cut costs, this is absolutely critical to success"

Innovation for Success was hosted by ITV's Daybreak Newsreader Tasmin Lucian Khan with expert speakers throughout the evening on energy saving and sustainability including David Penfold, Sustainability and Innovation Manager at Sainsbury's, Steve van Dulken Information Expert at the British Library and Hassan Atiq, Energy Expert BEng (Hons) who provides bespoke efficiency management and development of energy solutions to blue chip clients. Tasmin opened the forum by asking "Is a low carbon economy compatible with economic growth? Later she discussed how low carbon businesses would be driving the economy of the future.

The Vortex 550 dryer excited the audience. The unique patented technology and regenerative heating technique replaces the conventional heating elements found in the majority of today's hand dryers. The Vortex recovers energy and saves money whilst being used and has been life tested to one million hand dries and comes with an industry leading 5 year warranty ensuring a sound energy saving investment.

Hassan Atiq, energy expert who tested and evaluated the dryer went on to add "The Vortex performed well above others and was far more superior on all counts. In my opinion it wins hands down".

He went on to talk about the importance of energy efficiency and urged everyone to look at where they can lead by example, "Be lean, be green and be clean"

David Penfold, explained that Sainsbury's lead the way in energy efficiency and are currently running one of the largest energy reset programmes in the UK on their existing stores. David went on to say "Energy efficiency was without doubt the way to go, the hierarchy of reducing energy use first before trying to generate it is not only true but common sense". He stressed that "behavioural training is key to success"

Steve van Dulken Information Expert at the British Library went on to congratulate Syed and his SAVortex team on their diligence and success so far. The British Library was instrumental in providing SAVortex with research and guidance in the early days with their Patents. He added "with less than 3% of filed patents getting through, SAVortex have done very well in such a short period of time with three filings to date". More from his blog at <http://britishlibrary.typepad.co.uk/patentsblog/2010/11/the-vortex-hand-dryer.html> .

SAVortex delivers low cost, fast, quieter drying in a longer life unit.

Notes to Editors

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