



## PRESS RELEASE

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## SAVORTEX launch leading energy efficient hand dryer into FM sector

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*British Manufacturer SAVORTEX today sees a stylish addition to their sustainable hand dryer range, with the launch of the Vortex 540 Diamond White model.*



SAVORTEX, the young and ambitious, technology-driven British Manufacturer of [energy efficient hand dryers](#) has launched a new addition to its Vortex EcoSmart Range: The Vortex 540 Diamond White hand dryer. The anti-bacterial gloss-finished product boasts significant improvements to their established low energy and sustainable power hand drying range. This is set to change the way in which hand dryers are selected by facilities managers and specifiers due to its patented energy recovery technique and low life cycle operating costs.

The Vortex Diamond White, priced competitively at £599.99, dries hands in seconds and boasts unique digital 'brushless' bypass motor technology with patented energy recovery system; which put simply, means they are super energy efficient, through smart air flow movement, when compared to the similar power hand dryers that are available.

The Vortex motor runs at just 19,200 revolutions per minute (RPM) creating output air speed of 30 L/s per second; maximising the energy efficiency of the motor without compromising performance.

Syed Ahmed, Managing Director, SAVORTEX said:

*"Today's launch is a key milestone for our Vortex 540 range. We remain absolutely firm in our ambitious roll out of such a sustainable, clean, [energy-efficient power hand dryer](#) and one that is available immediately. We have invested heavily in British Manufacturing to develop a range of hand dryers that will deliver quick paybacks to our customers. Our Vortex Diamond White now uses the more improved lower power consumption of 545W, the hand dryer allows for unrivalled market-leading cost and energy savings that can boost the bottom line, this is why we spent 4 years developing a home grown - superior hand dryer that saves money, energy and that powerfully dries hands. Clients such as British Airways, Marriott Hotels and Atomic Weapons Establishment are testament to the hard work our engineering team have put in to the development and launch of the Vortex range".*

The Vortex 540 Diamond White hand dryer is the result of six years of scientific research and product development, using just 545W of power compared to as much as 2400W with conventional dryers. The Vortex is so energy efficient that 43 hand dries can cost as little as 1p operating cost and it comes with a leading 7 year, no quibble warranty as standard.

**ENDS.**

**Notes to Editors:**

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### **About SAVORTEX**

SAVORTEX are British Manufacturers of energy-efficient, sustainable washroom power hand dryers. The Vortex 540 is also available in metallic grey.

**SAVORTEX holds The Guinness World Records title for most hands dried using 30kJ of energy.** This was devised by Guinness World Records officials as a challenge to measure the energy efficiency in hand drying. [The Vortex EcoSmart](#) successfully dried four pairs of hands using less than 30kJ of energy. Typically, hand dryers use between 72kJ and 96kJ of power to dry just one pair of hands. SAVORTEX successfully achieved four pairs of dry hands using just under 25kJ of energy – smashing the minimums set by Guinness World Records officials and claiming the world record.

Representatives from SAVORTEX are available for media interviews and product demonstrations. For all media enquiries on SAVORTEX contact: Nicky Frost, SMPR (Simply Marcomms Limited), 18 Generator Hall, Electric Wharf, Coventry, CV1 4JL, Tel: **0870 199 4044**, Email: [nicky@simplymarcomms.co.uk](mailto:nicky@simplymarcomms.co.uk)