

**FOR IMMEDIATE RELEASE**

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**XLERATOR<sup>®</sup>: A New Industry Standard for Hand Dryers**

Six years after its official launch, the XLERATOR hand dryer by Excel Dryer, Inc. has established itself as the new industry standard by which other dryers are measured. Unlike conventional hand dryers' lengthy 30 to 45 second drying time, the XLERATOR **completely dries hands 3 times faster (in 10-15 seconds) and uses 80% less energy than conventional hand dryers.** XLERATOR also delivers a 95% cost savings when compared to paper towels, is the only hand dryer to be MADE IN USA Certified, the first hand dryer to achieve GreenSpec<sup>®</sup> approval and helps facilities qualify for LEED<sup>®</sup> (Leadership in Energy and Environmental Design) credits by the U.S. Green Building Council.

The XLERATOR is more user-friendly than recently introduced "trough-style" dryers and completely hands-free: there is no risk of touching a potentially unclean surface while drying hands. Unlike the newer models that require users to insert and remove their hands, the XLERATOR is intuitive and does not require instruction. Priced at less than half of the cost of trough-style models and virtually maintenance-free, the XLERATOR is easier for facility managers to install and maintain in their restrooms.

"XLERATOR continues to succeed where other hand dryers fail because it satisfies the needs of both facility managers and patrons," said Denis Gagnon, president, Excel Dryer, Inc. "Traditionally, people have reached for paper towels to do a job that hand dryers couldn't," says Gagnon. "With XLERATOR, patrons appreciate the quick results, and business owners benefit from significant cost and energy savings."

The XLERATOR is now available in multiple finishes that suit a variety of architectural design needs. The newest covers include an appliance-grade white thermoset bulk molded compound (BMC) that is very resistant to vandalism, and a brushed stainless steel finish XLERATOR that delivers a distinct, architectural look to restroom interiors. These new options enhance the already extensive XLERATOR line, which includes traditional white, a fingerprint-resistant graphite cover, chrome plated, and custom colors for specific applications. In addition, Excel Dryer now offers exclusive digital imaging technology that allows buyers to design their own high speed XLERATOR® hand dryers with company logos, team mascots, school colors, or any other high resolution image. Excel Dryer's imaging technology allows the dryers to be branded with a fully integrated design, rather than a sticker or other surface brand that could easily be marred or removed. Buyers can supply their own digital artwork or develop the cover graphics with the help of Excel Dryer's design team.

“Our customers, in particular architects and interior designers, have asked for customized finishes for our popular XLERATOR hand dryers, and we've delivered,” said Bill Gagnon, Excel Dryer's Director of Marketing. “Customized covers allow for continuity in restroom design. Attaching your logo to a product that is proven to eliminate paper waste and reduce energy usage also communicates a commitment to sustainability.”

Currently, XLERATOR is installed in a variety of busy, high traffic restrooms, including some high-profile destinations such as Disney World and the new Wembley Stadium.

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