

SAVORTEX®



A Smart Energy Saving Revolution

Portfolio Case Study

LABTECH / Camden Market Management
Choose the adDryer™ Smart Hand Dryer

L A B S

The Client

LABTECH owns Camden Market, the 3rd most popular tourist and shopping location in the world with an annual footfall of 28m. The Group is also redefining co-working for businesses of any size, with state-of-the-art-locations throughout London attracting mass affluent professionals with unrivalled technology and contemporary smart design office spaces.

The group is currently valued at £2.bn, offering Retail and Co-work spaces to affluent audiences. The owners of LABS have a desire to exceed their environmental targets, while engaging their community of local businesses to increase revenues by implementing innovative and Smart technologies that offer shared value to their community.

Their Problem

The estate has 12 washrooms in 3 locations in London using Dyson hand dryers in their washrooms with a power rating of 1600 watts. Further, due to the unusually high footfall at Camden Market, washroom maintenance is proving challenging due to sudden peak surges.

The client was looking for a technology solution to reduce their energy and operational costs, and new ways to engage its users to drive additional revenue based on shared values with its community.

Our Solution

SAVORTEX deployed 20 of its revolutionary adDryer™ hand dryers on a pilot in 2 of the busiest washrooms at Camden Market.

The adDryer uses an advanced digital brush-less motor technology, which consumes power of just 550W, offers 10x more operational life than traditional dryers and comes with an in-built Video screen, connected to a content management system and shows a full motion advert or internal message in response to users drying their hands. T

The dryer wirelessly reports the energy usage per dry and washroom footfall to the SAVORTEX web portal, allowing estates managers to remotely manage their washroom facilities, and drive responsive cleaning for enhanced hygiene and sustainability.

Over the trial period the estates manager was able to monitor hand dryer usage and washroom footfall of 45,100 people per month with an average drying time of 8.8 seconds, triggering 1,100 washroom inspections per week, resulting in significant operational savings throughout the estate.

Further, the Marketing team at Camden Market Management inspired local business to drive adverts via a the SAVORTEX content management system on-line direct to users drying hands. 19 out of the 30 local Businesses signed up and pushed daily offers and adverts direct to users to drive traffic into their store.



Savings vs. Existing Solution

- 58.75% energy reduction per dry
- £18,641 Op. savings expected pa
- £5,005 Advertising revenue generated in first month. CPT (cost per thousand impressions) of £50.00.
- Operational savings and efficiencies from responsive washroom cleaning
- ROI expected 12 months

The pilot at LABTECH was an overwhelming success. The client has now deployed 80 units at 3 London locations, and has recently placed a repeat order of another 45 adDryers. The adDryers at Camden Market in their first month have generated £5050.00 of Ad receivables. SAVORTEX share this revenue with the estate, turning Camden Market washrooms from a Cost Centre into sustainable and connected, revenue-generating assets.

"LABTECH invested in SAVORTEX and the adDryer brand to drive energy savings in our washrooms and reduce waste from paper towels. It also allows our business community to reach their customers in a different way and drive revenue."

LABTECH, Head of Procurement.

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