



Mitsubishi Electric quieter hand-dryer wins prestigious Quiet Mark award to round off successful year

Jet Towel 'hands-in' appliance passes rigorous acoustic testing by leading UK acousticians working with quiet campaigners

Brighton, December 2012: The Mitsubishi Jet Towel hands-in dryer is the latest product to be given a prestigious Quiet Mark award, the company announced today.

Quiet Mark™ is the international mark of approval from the Noise Abatement Society for quiet design technology. This is a charity led initiative working together with industry to transform our living and working environments to become healthier and less stressed. Being able to control the excessive noise in our surroundings should increase productivity, creativity and general enjoyment of life.

The Mitsubishi Jet Towel hands-in dryer is the original high powered hand dryer. Launched originally in 1993, a new Mark 8 version was introduced in early 2012, developing the concept of using a high speed laminar flow of air to blow water off just-washed hands. This is more like a wiper blade on a windscreen than traditional dryers, which create a bubble of warm air to evaporate the moisture.

The Mitsubishi Electric Jet Towel is whisper quiet, at 58-61dB and can reduce the power consumption by about 90 percent from standard hot air dryers, producing a significant saving in annual energy bills for large organisations. Its green credentials are also better than paper towels, which tend to end up in land fill and cause significant use of vehicles, and textile towel which have to be laundered.

Gloria Elliott, chief executive of Quiet Mark said: "Hands-in dryers are notoriously noisy, especially in a fully tiled cloakroom situation, so it's great that the Mitsubishi Jet Towel sound output is one of the quietest without compromising on performance."

Mitsubishi Electric's spokesperson Fawn Litchfield said: "Low noise is important in many locations, such as conference centres, theatres, schools, hospital and so on. People in the places can get very upset if their concentration is upset by constant bursts of noise from loud hand dryers. The Jet Towel has won many friends and admirers because it fits so well into quiet environments."

Quiet Mark is a non-profit trading arm of the charity Noise Abatement Society set up in the 1960's by passionate campaigner John Connell OBE, has been busy testing and assessing a range of new products with its team of the UK's leading acousticians over the past year since launch.

Poppy Elliott, managing director of Quiet Mark (www.quietmark.com) says: "Quiet products can improve health by reducing stress levels and improving relationships both at home and at work. The 'social return on investment' for both manufacturers and consumers is inestimable but in commercial terms, the development of quiet products makes sound business sense because these fulfil a rapidly growing market need. Consumers are now recognising that the noise of the appliances they live with should be an important consideration when making their purchases."



About Mitsubishi

With 90 years of experience in providing reliable, high-quality products to both corporate clients and general consumers all over the world, Mitsubishi Electric Corporation is a recognized world leader in the manufacture, marketing and sales of electrical and electronic equipment used in information processing and communications, space development and satellite communications, consumer electronics, industrial technology, as well as in products for the energy sector, water and waste water, transportation and building equipment.

Our sales offices, research & development centres and manufacturing plants are located in over 30 countries.

Mitsubishi Electric Europe, Factory Automation European Business Group (FA-EBG) has its European headquarters in Ratingen near Dusseldorf, Germany.

It is a part of Mitsubishi Electric Europe B.V., a wholly owned subsidiary of Mitsubishi Electric Corporation, Japan. The role of FA-EBG is to manage sales, service and support across its network of local branches and distributors throughout the EMEA region.

Further information:

www.jettowel.co.uk

www.mitsubishi-automation.com

<http://global.mitsubishielectric.com>

About Quiet Mark

In our stressful lives we are surrounded by a cacophony of sound that we have little power to stop. The louder the noise around us the more energy we waste to overcome it, and it is getting worse day by day. If we don't do something about this soon, our ability to hear the subtle sounds around us will disappear. Quiet Mark is embarking on a journey to redress the situation, to create a demand for the use of quieter technology in our homes, in our workplace and in the open air. Quiet Mark, a not-for-profit trading arm of the Noise Abatement Society charity, sprang from the response to public complaints received by the Society's 24/7 national noise helpline, concerning the volume of excessive noise made by household tools and appliances which invade the fabric of everyday life.

Quiet Mark brings the answer with a universal symbol and system of support for consumers and industry alike and is a vehicle to finance transformation of the aural environment for the benefit of all. Quiet Mark product submissions are assessed by a team of the UK's leading acousticians at the Association of Noise Consultants.

The response from industry internationally has been overwhelmingly positive with over 35 leading global brands across first 30 product categories from dishwashers to garden tools now on board including AEG Electrolux, LG, Mitsubishi, Panasonic, Philips, Samsung, Whirlpool who have achieved awards for their quieter products with the distinctive purple Quiet Mark logo. The world's first quiet showcase featuring the award winners and other practical peace making solutions in Quiet Mark's *Win a Quiet Life* in 2012 monthly promotion at www.quietmark.com



About the Noise Abatement Society

The remit of this national charity is to abate excessive and unnecessary noise to protect the public and improve the environment. Working with Government and Industry over the last fifty years the Noise Abatement Society has achieved a reputation for collaborative partnerships to find practical solutions to noise problems, underscored by programmes to raise awareness and educate about measured, considered and responsible use of sound. www.noiseabatementociety.com

Press contacts

Liberate Media:

Lloyd Gofton – mobile +44 (0)7919 353484; Email: lloyd@liberatemedias.com

Lucy Brandt – mobile + 44 (0)7720 635048; Email – lucy@liberatemedias.com

Tim Greenhalgh – mobile +44 (0)7808 608416; Email – tim@liberatemedias.com