

SOMETHING NEW TO CHEER ABOUT AT VALLEY VIEW CASINO CENTER:



Installation of XLERATOR® hand dryers keeps restrooms clean and green while curbing maintenance costs ...

The Valley View Casino Center certainly has earned bragging rights.

For more than three decades, the arena has entertained millions of sports and music fans by bringing the biggest and brightest athletes and performing artists to Southern California. Annually, the arena features approximately 160 events and plays host to roughly 800,000 entertainment enthusiasts.

From headlining Elvis Presley to Elton John and Muhammad Ali to Major League Soccer, the arena has seen a lot of change in its 35-year history. In fact, a series of recent improvements helped get the arena named one of the "Top Ten Facilities in the World for venues with 10,001 to 15,000 seats" in 2009 by *Pollstar* and *Billboard* magazines.

Beginning in 2002, the arena went through a series of major upgrades, including a new marquee, four-sided LED scoreboard with tri-vision panels, six new artist suites, as well as completion of a new Sam Adams Pub, Guinness Pub, and a Dos Equis Wave bar in the Outer Concourse. Other important facility upgrades included installing fully ADA-compliant seating around the arena for convenient access and viewing.

With so much emphasis on improving the Arena's aesthetics and functionality, Jeff Carbaugh, Director of Operations, agreed that it was also time to focus on sustainability, a philosophy shared by the arena's parent company AEG Worldwide, one of the leading sports and entertainment presenters globally.



TIME TO THROW IN THE TOWEL



In December 2009, XLERATOR® hand dryers were installed to replace paper towel dispensers throughout the arena's restrooms. Unlike conventional hand dryers, which average 30 to 45 seconds of drying time, XLERATOR dries hands three times faster (completely in 10 to 15 seconds) and uses 80% less energy than conventional hand dryers. XLERATOR represents a 95% cost savings when compared to paper towels, reduces maintenance and improves restroom hygiene. XLERATOR is also the only hand dryer to be MADE IN USA Certified®, the first hand dryer to be GreenSpec® Listed and helps facilities qualify for multiple LEED credits.

"Overall, the dryers have been a great addition and I would highly recommend them," Carbaugh said.

According to the findings from a peer reviewed Life Cycle Assessment, per ISO 14040 standards, comparing XLERATOR to traditional electric hand dryers and paper towels (virgin and 100% recycled content), XLERATOR reduces the carbon footprint of hand drying by 50 to 75%. The results of the study indicate that XLERATOR provides significant environmental benefits when compared to the other hand drying options. Also, waste is significantly reduced at the venue "The only trash in the bathrooms now are cups that spectators leave behind!" said Carbaugh.

"Concern over budget cuts, reduced staff and the economy are prompting business owners and facility managers to install products that can save time, money and the environment," said William Gagnon, Vice President of Marketing and Key Accounts, Excel Dryer, Inc.

Installation of the dryers also delivered some added environmental perks, "From a sustainability standpoint, we don't have to replace and recycle batteries. This also provides a time savings because the engineers spend less time in the pre-event process," Carbaugh said. According to the arena's cost savings analysis, which compared the use of paper towels to high-speed, energy-efficient hand dryers, the facility has saved significantly on paper towel costs and the dryers will pay for themselves in less than a year. But according to Carbaugh, the biggest advantage is not just the savings in his budget. "It's hard to put a price on it, but one of the biggest advantages is time savings. Our porters are not spending time stocking the restrooms during events, which allows them to concentrate on spills. In the big picture, addressing spills can help curb liability."

Valley View Casino Center remains focused on continuous improvement — combining the best acts in entertainment with an outstanding guest experience.

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www.ProDryers.com
39201 Schoolcraft Rd. B7
Livonia, MI 48150
PH: 888-50 DRYER