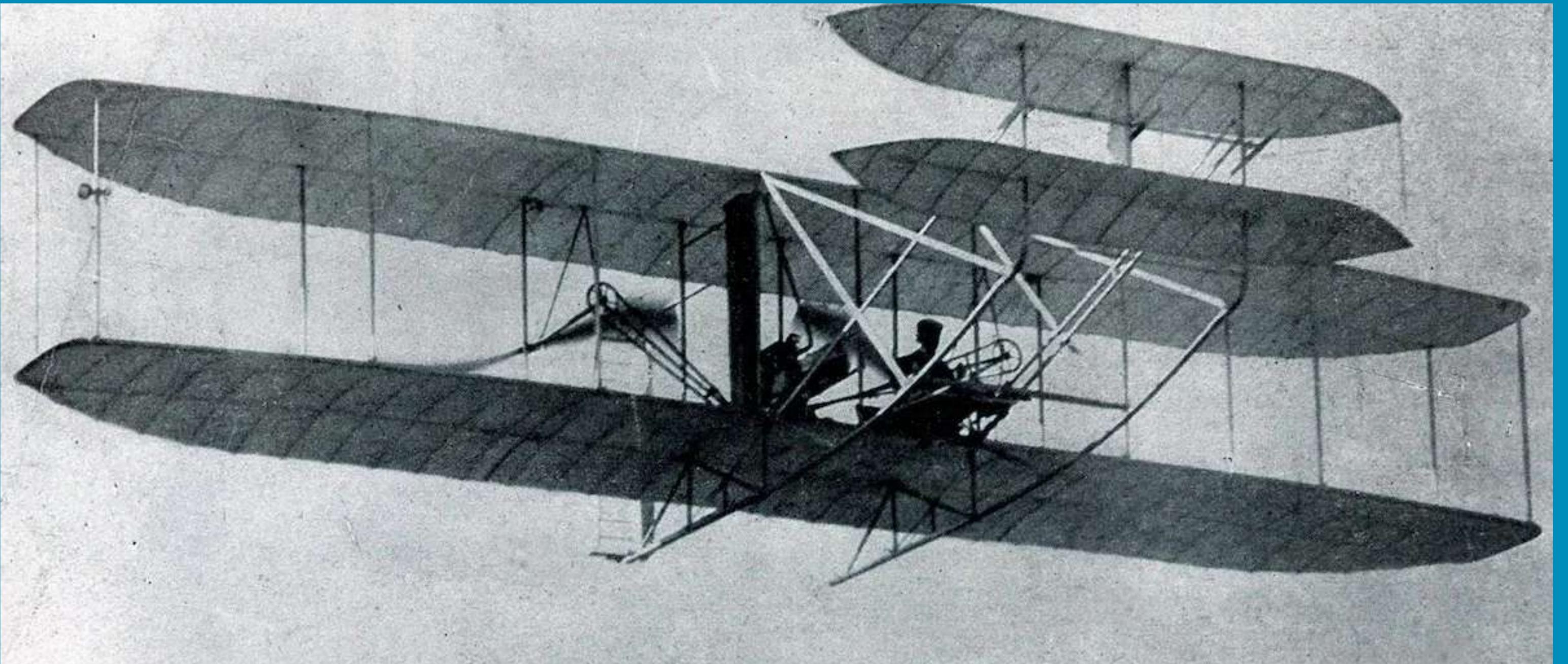


iDry

The environmentally friendly alternative to towels





Before the Wright brothers flew the first plane, people would have asked for faster boats.

The environmental impact of towels

Towels require a huge amount of water and energy to wash.

Washing machines require electricity not only to make the drum spin, but to heat water internally.

The average washing machine uses **10 litres of water** per kilogram of clothes. A 7kg drum machine uses a huge **70 litres** for a single wash.

Washing detergent also holds further negative environmental impacts, containing heavy chemicals which do not biodegrade and pollute our water supplies, rivers, and oceans.



Let's go back to the Wright brothers...

**In our analogy, the iDry Body
Dryer is the plane, and towels are
the boat.**

Before our founder, Michael Godwin, invented the body dryer, people would ask for more towels!



The world is currently facing a rapidly accelerating climate and ecological crisis.

Because the iDry Body Dryer causes evaporation of water on the skin after showering, it eliminates the need for towels to be used for body drying purposes.

Subsequently, it reduces the need for towels to be washed; a process which requires huge amounts of energy and water.



With the world experiencing global water shortages, we must be making every effort to save water where possible.

The iDry Body Dryer requires no water to run, bringing significant water savings.

Using the iDry can save the 70 litres of water needed to wash a towel.

This will also protect the Earth's waterways by preventing washing detergent from reaching our oceans and rivers.



Washing machines and tumble dryers use vast amounts of energy.

For a ten towel wash...

a normal washing machine uses **0.63 - 1.2 kilowatts** of electricity.

After washing, most towels will be tumble-dried: an incredibly inefficient process. The average tumble dryer cycle uses **2.5 kilowatts of energy per hour**.

Washing your towels requires **3.1 - 3.7 kilowatts** of energy, releasing **0.7 - 0.86 kg of CO₂** in the atmosphere.



The iDry Body Dryer requires far less energy than a towel wash

The iDry Body Dryer:

- uses 2.9 kilowatts (kW) of power
- requires **0.145 kilowatts** for a 3-minute run (**0.15 kWh per use**)
- with an average drying cycle of 3 minutes, costs the consumer £0.0203



The iDry Body Dryer can save 70 litres of water, 3.55 kW of energy and 0.8 kg of CO₂ with every towel not washed.



The detrimental impact of towel use is particularly great in the hotel industry.

Every day, all over the world, tonnes of towels are washed in hotels.

Laundry takes up a large percentage of a hotel's overall water and electricity usage. It is estimated that 16% of a hotels water is used for laundry, which also has significant energy costs.

Towels are also replaced frequently - a demand on resources - and often washed by external companies, resulting in further carbon emissions caused by transport.

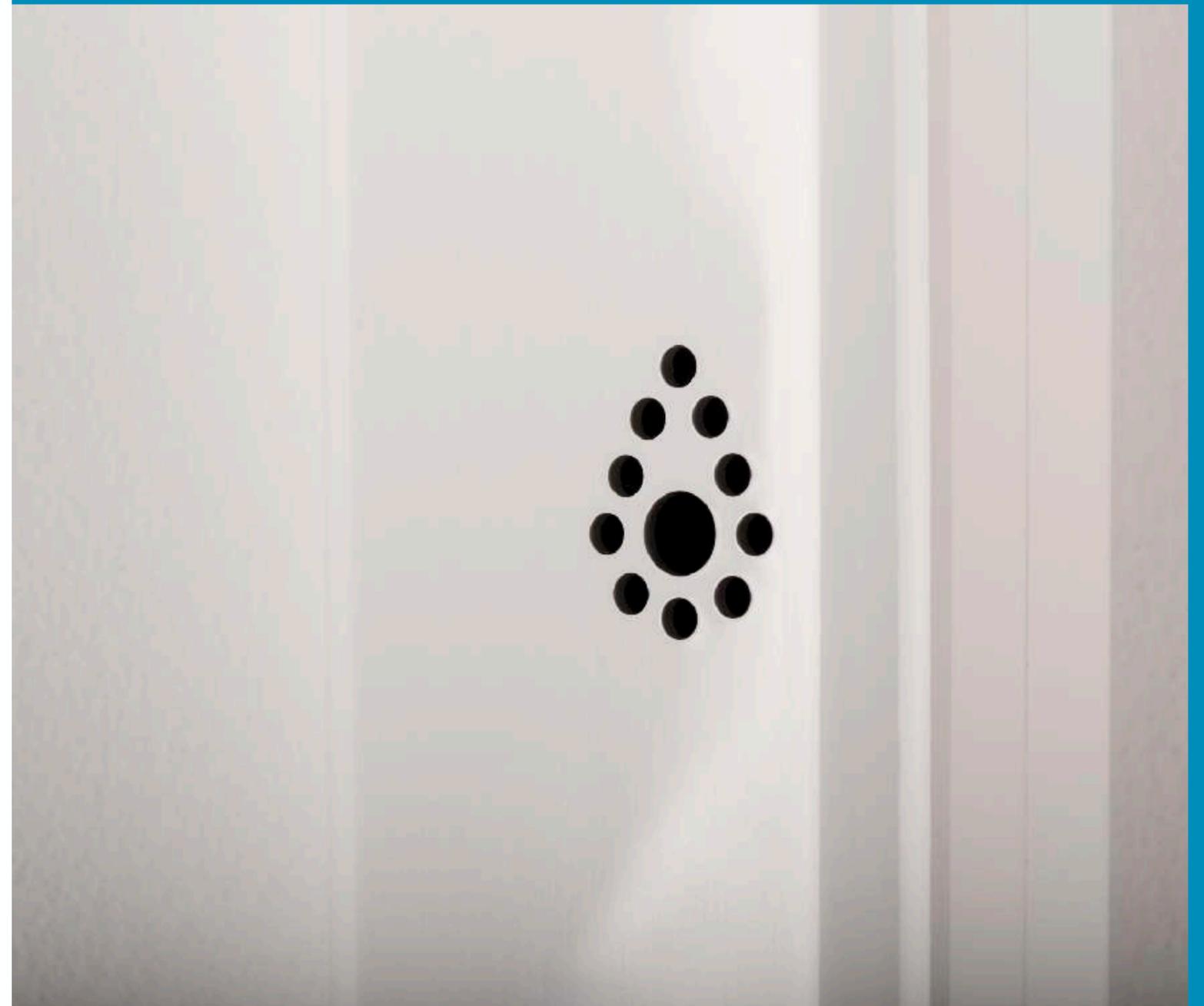


The iDry Body Dryer can save water, energy, and money for hotels and other hospitality business.

Many hotels already encourage guests to reuse towels. One hotel saved **129,000 litres of water and reduced CO2 emissions by 1,676 kg** just by reducing towel usage by 3%.

The iDry can have an **even greater effect** by removing the need for towels altogether!

There are also significant health benefits of the dryer, as towels harbour bacteria if not frequently washed.



A white, wall-mounted hair dryer is shown next to a chrome showerhead. The background is a solid red wall. The hair dryer has a cylindrical body with a white top and a chrome handle. The showerhead is a large, round, chrome fixture with many small holes. The text is centered in the middle of the image.

**iDry is the
environmentally
friendly alternative
to towels.**

Save water. Save energy. Save waste. Save time. Save money.