

ASE



Driving Profitability



case study

“Choosing a product that was both quiet and eco-friendly, I had reservations about performance, however this was unwarranted. Superb dryer at a bargain price to match.”

Emma Davis - Fleet & Facilities, ASE Plc

Who are ASE Plc?

ASE are a global company specialising in the automotive industry, with head offices in Manchester, UK. They operate in over 50 international markets providing specific motor trade accountancy, professional services and retail performance data. There are approx. 50 staff working in this location, but they have a worldwide team of over 220 people

The challenge

The old hand dryers had burnt out and were extremely noisy. The washrooms are located close to the reception desk and they often caused background noise problems for staff and visitors.



The solution

This Quiet Mark approved unit with blade technology is one of the quietest in its class. You can turn off the heater element to further decrease the energy use and running costs.

Model: Dryflow Viper

Dry time range: 15 – 20 seconds

Rated power: 600W – 2000W (4 settings available)

Guarantee length: 3 years



The results

“The noise has dramatically reduced into the reception area and it is now as quiet as it should be.

The new models selected are much less powerful and more eco-friendly, however the end result is just as good, dry hands all round. In fact, we just purchased another one”

Emma Davis - Fleet & Facilities, ASE Plc



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