

ANN ARBOR-BASED ZINGERMAN'S FULFILLS COMMITMENT TO GREEN, LOCAL SOLUTIONS THROUGH PARTNERSHIP WITH AMERICAN DRYER



The *EXTREMEAIR* with CPC technology

Customers like Zingerman's are not only drying their patrons' hands, they also benefit by saving up to 98% of paper towel costs. The dryers provide a maintenance-free solution without expensive filters, chemicals or labor.

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Zingerman's celebrated its 30th anniversary in 2012. It continues to expand from its modest deli and mail-order businesses to food travel and business training enterprises with international reach. Zingerman's nine operations, including restaurants, a creamery, a coffee shop, a farm, and a small-batch printing press, gross more than \$30 million per year and employ more than 500 Michiganders. Despite continued growth, popularity and influence, Zingerman's refuses requests to franchise or move to other cities. "Our growth strategy as a company is to expand our business and to have

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different food-related businesses all work in Ann Arbor,” Managing Partner Grace Singleton said. “We’re not looking to have delis in Chicago and New York. We’re really trying to support the community that supports us.”

Community support played a role, along with a range of other factors, when the Zingerman’s team first decided to install Livonia-based American Dryer hand dryers at many of their locations. During a National Restaurant Association show in Chicago in 2009, Singleton met American Dryer representatives and was impressed with their knowledge as well as their hand dryers. “They knew their product,” she said. “They stood behind it.”

Singleton compared several dryers and found the appearance, strength, flexibility, and warm air of American Dryer’s hand dryers to be the most compelling choice. “Another thing that excited me was that you could moderate the volume,” she said. “The dryers also look sanitary.”

In the spirit of ongoing improvement, Zingerman’s now has 14 hand dryers in three of its facilities, recently upgrading to American Dryer’s latest models. These dryers incorporate Cold Plasma



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Cold plasma, or bipolar ionization, is nature's way of cleaning the air. High levels of ionization are found throughout nature. The Cold Plasma Generator, available inside select American Dryer **EXTREMEAIR CPC®** model, uses steady-state positive and negative discharge points to split water molecules in the air into oppositely charged hydrogen and oxygen ions. These ions then break down gases to harmless compounds commonly found in the atmosphere.

Cold plasma technology, generally, has been successfully used to clean the air in commercial buildings since the 1930s. Schools, hospitals and other facilities use this technology to keep the air clean. Today, the **EXTREMEAIR CPC** hand dryer harnesses the power of cold plasma technology.

Aside from including HEPA filters, many competing hand dryers also make a lot of noise and don't have CPC technology, according to Singleton. "We're concerned about germs, and anything we can do to help ensure Zingerman's has a sanitary environment is a really good thing," she said, adding that employees are very happy with the dryers and their added benefit of improved hygiene. Zingerman's was happy to partner with American Dryer again as it turns out the company could find a solid, hygiene-focused product and support the local community at the same time.

Zingerman's initial decision to purchase and later upgrade to American Dryer's newest hand dryers was also influenced by Singleton's extensive travel through Europe. "You don't see paper towels in any restrooms. There are just hand dryers everywhere," she said. "And so once you get used to that, you think 'wow', why should we be dealing with paper products? They're left on the floor. You have to clean them up. They definitely use more resources than hand dryers. Once you get immersed in that culture, it's hard coming back and seeing all that paper."

In addition to finding a local partner with forward-thinking products, Singleton and Zingerman's found an environmentally conscious partner in American Dryer. By installing hand dryers with CPC technology, customers like Zingerman's are not only drying their patrons' hands, they are eliminating harmful microbes in the air. Zingerman's also benefits by saving up to 98% of paper towel costs. The dryers provide a maintenance-free solution without expensive filters, chemicals or labor.

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CPC's environmental benefits align with Planet Zingerman's, an initiative launched by the company in 2011. As part of the program, they recently achieved LEED Gold status for the addition at the original Zingerman's Delicatessen, which means they demonstrate a strong commitment to sustainable building, energy efficiency, water usage, and more green practices. The company released a growth plan in 2006 that states: "When we talk about 'great service' we refer not only to our customers, our community and each other, but also to our planet; we push ourselves to go beyond basic compliance on environmental issues."

Sustainability and hygiene were two important factors in Zingerman's decision to purchase and upgrade its American Dryer hand dryers, but like all company decisions, they were made by committee after many other considerations. Those most impacted by any decision, including staff from the kitchens or front offices, are consulted and asked to share feedback. This contributes to a better overall decision and less regret, Singleton said. "We find getting more people involved up front helps us get to a better solution," she added.

Zingerman's management always tries to arrive at better solutions, and their growth shows they've made many sound decisions. American Dryer's growth and industry innovations also demonstrate dedication to continuous improvement. This partnership speaks to the companies' shared goals of better hygiene and more sustainability as well as their commitments to supporting the local economy. Fortuitously, the companies came together in the 1990s, and their latest collaboration solidifies and extends their partnership and shared goals.

Average reduction rates on tests performed by EMSL and ATL Labs to modified ASTM International Standard E1153. Testing conducted under lab conditions only. Your results may vary. Sample microorganisms were placed under the dryer nozzle for 35 seconds. Underwriters Laboratory undertook air quality testing to its UL867 Standard for Electrostatic Air Cleaners and to California Air Resources Board (CARB) standards for ozone emissions.



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American Dryer, Inc., established in 1952, offers the most comprehensive line of hand dryers made in the USA. Its hand dryers offer best-in-class performance. Its new **EXTREMEAIR EXT** series is the most energy-efficient, high-speed hand dryer with industry-leading 500 watt power consumption. The patented design of the **EXTREMEAIR GXT** series makes it the most compact high-speed hand dryer available. American Dryer products are sold in over 30 countries. American Dryer's manufacturing facilities are in Livonia, Michigan. More information at www.americandryer.com.