Perfektering the art of hand drying
Mitsubishi Overview
Jet Towel History
NEW Jet Towel Family
Launch Campaign
Mitsubishi Electric at a glance

Looking toward a greener future.
Building on a long legacy of innovation

Timeline of Progress

- 1870: Tsukumo Trading Company, Origin of Mitsubishi established
- 1866: Mitsubishi Sha established
- 1917: Mitsubishi Goshi established
- 1921: Mitsubishi Electric Corporation established
- 1946: Mitsubishi headquarters dissolved
- 1946: All Mitsubishi Companies became independent

Original Three Principles

Corporate Responsibility to Society
Integrity and Fairness
Global Understanding through Business

Mitsubishi Electric Corporation

Evolution of the three-diamond logo

Our past points the way to a growing future
A corporation of some of the world’s leading companies

The wider Mitsubishi family

Mitsubishi Corporation

Mitsubishi Heavy Industries

Nikon

Mitsubishi Motors

Mitsubishi Nuclear Fuels

Mitsubishi Office Machinery

Mitsubishi Paper Mills

Mitsubishi Petroleum Development

Mitsubishi Pencil Company

Mitsubishi Chemical

Mitsubishi Cable Industries

Mitsubishi Auto Credit-Lease

Mitsubishi Aluminium

Meiji Life Insurance

The Bank of Tokyo

Dai Nippon Toryo

DC Card

Ashai Glass

Mitsubishi Steel Manufacturing

Mitsubishi Research Institute

Tokio Marine & Fire Insurance

Mitsubishi Trust & Banking

Shin Caterpillar

Mitsubishi Space Software

Mitsubishi Electric

Mitsubishi Construction

Mitsubishi Estate

Mitsubishi Gas Chemical

Mitsubishi Liquefied Petroleum Gas

Mitsubishi Logistics

Mitsubishi Materials

Mitsubishi Motors

Nissan

Mitsubishi Nuclear Fuels

Mitsubishi Office Machinery

Mitsubishi Paper Mills

Mitsubishi Petroleum Development

Mitsubishi Pencil Company

Mitsubishi Plastics

Space Communications

Over 40 Mitsubishi companies either with or without the Mitsubishi name

for a greener tomorrow
Total commitment to creativity and constant improvement

Seven Guiding Principles

Trust
Quality
Technology
Citizenship
Ethics and Compliance
Environment
Growth

“We’re committed to innovation and positive change

“Encapsulates all that we stand for and aspire to – a brighter future for society, industry and everyday life through innovation”
Reduce waste and energy in manufacturing and shipping

Environmental Vision 2021

Reducing waste and energy in manufacturing and shipping

Working to change the environment for the better
Corporate Social Responsibility is an integral part of everything we do.

- Respect for corporate ethics and compliance
- No compromise on environmental issues
- Customer satisfaction through product quality and innovation

Enriching society through a broad range of philanthropic and volunteer schemes throughout the world, to help make a difference.
Products and services for a greener tomorrow

Unrivalled range of products and services

- Information & Communication Systems
- Space Systems
- Environmental Systems
- Energy Systems
- Automation Systems
- Semiconductors and Devices
- Transportation Systems
- Automotive Equipment
- Visual Information Systems
- Building Systems
- Public Systems
- Home Products
Welcome
Intro team
Roger, Peter, Fawn, Neil, Jane
Perfecting the art of hand drying
Did you know?

Over 2 million Jet Towel hand dryers have been sold world-wide
Seen in all the best places
Over 22 Years of innovation have created the best hand dryer yet.
Jet Towel History

1993
- JT-16A
- JT-16B

1995
- JT-16C

1997
- JT-16C3

1999
- JT-116C4/C4K
- JT-216CS4/CS4K
- JT-SB116D

2001

2006
- JT-SB216ESH
- JT-SB216GSN

2012
- JT-SB216JSH
- JT-SB216KSN
January 2016

NEW Jet Towel Family
Jet Towel Generation 9
What’s new?

Wave Nozzle 2.0
Reduces noise by approx. 2dB

Thicker, Stronger Back Panel
Increases attachment strength to the wall.

Hidden Switches/Buttons
Moved to the inside of the panel to prevent unauthorized operation

Antibacterial Resin on all Surfaces
Not only hand drying areas

Increased Body Durability
Thicker, redesigned front panel is more resistant to physical impact

Water Level Window
Small window allows maintenance staff to easily check water levels

Camouflaged Drain Tank
Same color as the body to make it less obvious
What’s new?

Quieter
- 2dB: A major reduction in noise. Now 56-59dB
What's new?

Using a swinging metal weight, the 9th slim prototype was tested to withstand more than 18J of force without major damage (cracking, panel falling off, inhibiting operation, etc.)
Powerful but energy-saving

The industry’s lowest power consumption rating with the industry’s best drying performance
Quiet and Comfortable

Easy to use for everyone
High level of Cleanliness

- Increased antimicrobial material
- Alcohol-resistant resin
- Independent air ducts
High level of Cleanliness
Jet Towel Generation 9

Test Drive
Welcome

Intro team
Roger, Peter, Fawn, Neil, Jane

Perfecting the art of hand drying
Jet Towel
Smart & Smart Lite
Smart Features

- Chamfered inner edge for easier cleaning
- Redesigned intake grill
  Enlarged width, rounded ends
- Center rib added for reinforcement
- Side air intake to prevent dirty air recirculation

Filter can be cleaned from the outside—no disassembly required!
Smart Features

Startup Speed

Optimized sensor controls

Optimized Fan start up

Fast response to user input!
## Smart Specification

<table>
<thead>
<tr>
<th></th>
<th>Smart</th>
<th>Smart Lite</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Dry Time</strong></td>
<td>9 Seconds</td>
<td>10 Seconds</td>
</tr>
<tr>
<td><strong>Noise</strong></td>
<td>59-62 dB</td>
<td></td>
</tr>
<tr>
<td><strong>Watts</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Heater on</td>
<td>740-980W</td>
<td>No Heater</td>
</tr>
<tr>
<td>Heater off</td>
<td>490-730W</td>
<td></td>
</tr>
<tr>
<td><strong>Hygiene</strong></td>
<td>NSF 169 – Antimicrobial – Alcohol Resistant</td>
<td></td>
</tr>
<tr>
<td><strong>Motor</strong></td>
<td>Brushless DC</td>
<td></td>
</tr>
<tr>
<td><strong>Design</strong></td>
<td>Metal Front Panel</td>
<td>Resin Body</td>
</tr>
<tr>
<td><strong>Colour</strong></td>
<td>Silver &amp; White</td>
<td>White</td>
</tr>
</tbody>
</table>
Smart Branding
Jet Towel
Smart & Smart Lite

Test Drive
Perfecting the art of hand drying
Why choose the Jet Towel Family?
Eco friendly

Substantial Cost Reduction

Easy Maintenance

Improved Service
# Whole Life Cost Comparison

<table>
<thead>
<tr>
<th></th>
<th>Paper towel</th>
<th>Roller Towel</th>
<th>Hot Air</th>
<th>Jet Towel</th>
<th>Smart Lite</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cost</td>
<td>£1456</td>
<td>£820</td>
<td>£350</td>
<td>£37</td>
<td>£26</td>
</tr>
</tbody>
</table>
Jet Towel
Introducing the next generation in hand drying technology

NEW
Jet Towel Smart
Even jet flagship model!
Now even quieter at 56dBA!

http://www.mitsubishielectric.com/bu/hand dryer/

Innovating the modern hand dryer since 1993

Jet Towel Smart

- High-speed drying with low energy use and quiet operation
- Optimized design for enhanced reliability and durability
- Quick 1 second response improves user experience

Jet Towel Slim

- Amazingly quiet at 56dBA less than previous model
- Stronger front and lock-pole for greater impact resistance
- Optional high-grade filter available

Custom color options available!

MITSUBISHI ELECTRIC CORPORATION

Changes for the Better
for a greener tomorrow
Website & Social Media

Twitter Feed
@Jet_Towel_UK
We’re making a big noise about our sleek new range of Jet Towels...

...because they don’t.

Our new Jet Towel hand dryers are designed for exceptionally low noise output and are some of the quietest high-speed dryers on the market. So quiet in fact, they have recently been awarded the "Quiet Mark" for operating at an impressive 61db in high speed mode – that’s no louder than a normal conversation. What’s more, their design is so effective they achieve this using up to 80% less energy than conventional hand dryers. Not only is there less noise but also lower costs and reduced impact on the environment.

To find out how ‘less means more’ and why we just can’t keep quiet about it visit www.jettowel.co.uk.
Jet Towel App coming soon...

- **Slim**
  Quiet and powerful double nozzle type for comfortable drying

- **Smart/Smart Lite**
  Powerful drying in a compact, durable body
Jet Towel: A History

Jet Towel: Ease of Use

An inside look of the Jet Towel Slim
Perfecting the art of hand drying