

Cattlemen's Steakhouse



"Every time a customer visits Cattlemen's, our goal is to provide great food and distinctive ambiance. Installing Dyson Airblade™ hand dryers has offered a unique way to enhance our customers' washroom experience."

Joe Garcia, Facilities Manager

The Business

Since opening its doors to hungry cowboys, ranchers and cattle haulers in the early 1900s, Cattlemen's Steakhouse still operates as a family owned establishment and has become one of the largest tourist destinations in Oklahoma, serving over 550,000 guests each year. Praised for its flavorful steaks and colorful history, Cattlemen's has been highlighted on Travel Channel's "Man vs. Food," Food Network's "Diners, Drive-ins, and Dives," and listed in "1,000 Places to See Before You Die."

The Challenge

As the oldest continually operated restaurant in the state, Cattlemen's prides itself on quality service, atmosphere and food. But when Joe Garcia, Facilities Manager, noticed continu-

ous problems in the washrooms, he worried how that experience would impact a guest's impression. The problem stemmed from their existing hand drying solution — paper towels.

"The paper towels were creating a mess on the floor (aesthetically) as well as plumbing issues when they were flushed down the toilets. That can affect someone's experience... even if everything in the front of the house is perfect." Garcia also observed maintenance and operational costs steadily increasing year over year, so the decision was made to look at other solutions that wouldn't interrupt the unique, Old West character.

The Solution

After reviewing information on the original Dyson Airblade™ hand dryer, Garcia knew he had found the right solution to the increasingly expensive paper towels already in his restrooms. As the only hand dryer with HACCP certification and NSF P335 certification, the original Dyson hand dryer would promote hygiene and cost reduction.

The Partnership

Cattlemen's is now an avid Airblade™ technology advocate, and Garcia has partnered with Dyson to improve additional restrooms. The updated Dyson Airblade dB dryer tech-

nology was incorporated as an easy retrofit to the original. Next, Garcia set his focus on integrating the Dyson Airblade Tap dryer into the facilities — allowing users to wash and dry at the sink while reducing water on the floor. The final step was updating the employee restroom with the compact Dyson Airblade V dryer, which offered an ADA compliant retrofit to removing paper.

The Results

Garcia kept track of the savings Cattlemen's experienced from removing paper from its restrooms, but his final calculations surprised him. Within the first full year, Cattlemen's had saved over \$12,000 in operational costs. "I couldn't believe how quickly we saw the return. Within the first nine or ten months, we had already recuperated our investment." This was attainable because of the Dyson hand dryer's low operating costs and low energy consumption.

From their first Dyson hand dryers to the most recent, Garcia has seen guests and employees alike be pleasantly surprised with Airblade™ technology. "Now, instead of worrying about guests having a bad impression of the washrooms, they come back to the table saying 'You need to go see the hand dryers,' and that's something we take great pride in."



To try the Dyson Airblade™ hand dryer or for more information, call or visit:

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