

White Horse Inn

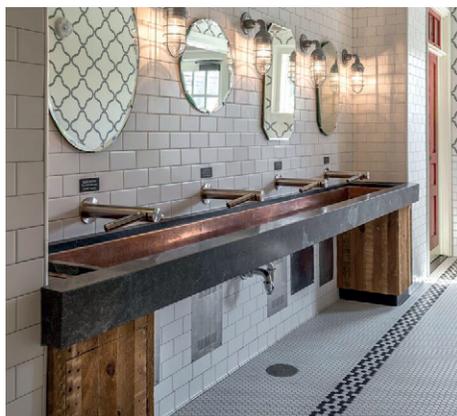


“We have been in the restaurant business for thirty years, own/operate five other restaurants but have never been happy with paper towels or other hand dryers...until now.”

Victor Dzenowagis, Owner/Operator

The Business

Established in 1850, White Horse Inn is the oldest restaurant in Michigan but was closed in 2012 when the previous owners were unable to complete necessary repairs. After purchasing the property and embarking on a multi-million dollar renovation project, Victor Dzenowagis and Linda Egeland returned the White Horse Inn to its glory as a beautifully designed destination restaurant — featuring a one-of-a-kind wood floor, field stone fireplace and painted mural by a renowned French equestrian artist.



The Challenge

As renovations commenced, Victor and Linda partnered with Von Staden Architects to incorporate fixtures that married White Horse Inn's historic charm with innovative technology. A large design and operational challenge came in finding appropriate hand washing and drying solutions for the washrooms, which featured a concept centered on custom-built community sinks. Operationally, paper towels presented an expensive and time consuming maintenance burden, and traditional hand dryers were unhygienic, messy and hazardous from water on the floor. Design wise, paper towel dispensers and other hand dryers would have degraded the simple and clean style by creating a potentially messy environment. The White Horse Inn needed a hand drying solution that integrated seamlessly with the unique design scope and reduced maintenance requirements and costs.

The Solution

Researching online, Linda discovered the latest Dyson Airblade Tap dryers and discussed the technology with the project architects. The Dyson Airblade Tap dryer's sleek design easily fit with the design concept and offered both hand washing and drying at the sink — eliminating the need for separate

hand drying areas. Additionally, the Dyson Airblade Tap dryers provided a “green and clean” solution by eliminating paper towel waste and reducing the need for staff to excessively check on the washrooms. Both Victor and Linda appreciated the hygienic and sanitation benefits of having less water on the counters and floor, and they believed the Dyson brand and technology would give a distinctive look to the washrooms.

The Results

“Dyson Airblade Tap hand dryers are the first hand drying solution that actually meets every need we have. They are a must see for customers, and our staff loves how much easier maintenance has become,” said Victor. Since completing installation, White Horse Inn calculated its break even early on by not having separate sinks, faucets and paper towel dispensers/hand dryers. Victor also noted they were able to save money by specifically eliminating variable costs and overhead from ordering, restocking and maintaining paper towels. White Horse Inn staff members no longer waste valuable time constantly checking on the restrooms, so they can focus on other restaurant needs. And patrons now have an exceptional washroom experience that is both clean and beautiful.

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