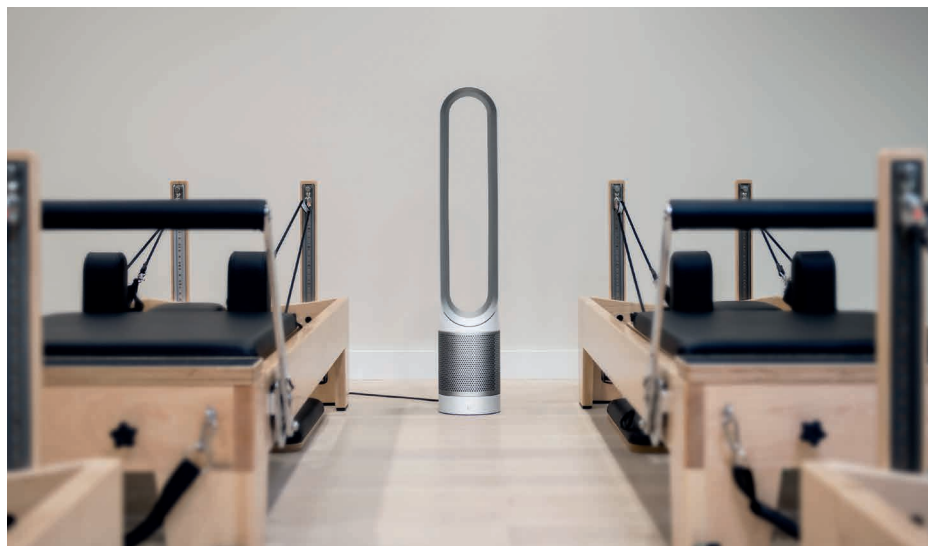


## The Well Bondi Beach Case study



“The Well is a beautiful sanctuary at Bondi Beach in Sydney’s Eastern Suburbs. We have looked for quality throughout – from staff to equipment and technology – so there really was no other way to go than Dyson. It makes a great impression on the clientele.”

Keiran Barry, Managing Director, The Well Gym at Bondi Beach

### The business

The Well is a state-of-the-art wellbeing centre spread over two floors, overlooking Bondi Beach. Focused on optimising the health of body and mind it includes a 60-seat organic café, a 500m<sup>2</sup> gym, and an array of innovative treatment rooms.

### The problem: drying hands with paper towels

The use of paper towels could lead to unsightly, unhygienic washrooms if bins overflowed. Constant re-stocking and disposal also led to high running costs, while the owners were uncomfortable with the environmental impact of paper towels.

### The solution: Dyson Airblade V Quiet hand dryer

Airblade™ technology dries hands in just 12 seconds. Yet compared to paper towels, it reduces running costs by up to 80% and produces up to 81% less CO<sub>2</sub>. It’s also hygienic: with HEPA filters installed as standard, it captures 99.95% of particles the size of bacteria from air used to dry hands.

And with a slim profile, just 10 cm deep, the Dyson Airblade V hand dryer enhances washroom aesthetics.

“We wanted our bathrooms to be a feature of the centre, so we wanted to have the best hand driers possible,” says Keiran Barry. “The Dyson hand dryers don’t just look cutting-edge – they’re fast, hygienic and sustainable.”



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Contact us for more information or to arrange a demonstration

AU: 1800 426 337 [www.dyson.com.au](http://www.dyson.com.au)

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**The problem: poor quality lighting**

Poor lighting – either too dim or too bright – can affect both staff and customers. Badly designed lighting can also increase running costs and impact sustainability, with inefficient bulbs that require frequent replacement.

**The solution: CSYS™ task lights**

CSYS™ task lights were appreciated by staff who felt they helped to create optimal visual conditions in the reception area. They have 3 Axis Glide™ motion to position light precisely where it's needed, while touch-sensitive dimming remembers your last setting level. Heat pipe technology directs heat away from the LEDs, enhancing energy efficiency and sustaining brightness for up to 144,000 hours.

"We've had a lot of positive feedback from people who do the tour when they see the Dyson products," observes Keiran Barry. "It adds that little bit of wow factor when people first arrive."

**The problem: air quality**

Guests' wellbeing starts with the air they breathe. But indoor air can be up to five times more polluted than outdoor air. The owners wanted an elegant solution that would also enhance the personal comfort of guests.

**The solution:****Dyson Pure Cool™ purifiers**

Dyson Pure Cool™ purifiers provide personal fan cooling, while automatically purifying the air – removing 99.95% of fine particles such as allergens and pollutants as small 0.1 microns. Available in treatment rooms and public areas, they help to create a comfortable environment for guests.

"We wanted to make sure we had the best possible air quality throughout the centre, especially in the therapy rooms. The Dyson air purifiers were the logical choice – they've really got people talking about the little extras we're providing."

**The problem: conventional hair dryers**

The Well's experience with other hair dryers were they too slow, heavy and noisy.

**The solution: Dyson Supersonic™ hair dryers**

The Dyson Supersonic™ hair dryer looks and works unlike any other. Its Dyson digital motor V9 – positioned in the handle, not the snout – generates powerful airflow, while intelligent heat control protects the hair's shine. The result is a hair dryer that is engineered for balance, acoustically tuned and enables fast drying and controlled styling.

"Dyson Supersonic™ hair dryers have really added to the luxury feel of the centre. We've even had members complaining that their hairdryers at home now seem very second rate!"

**The problem: general cleanliness**

Maintaining The Well's meticulous standards of cleanliness requires more than scheduled cleans – it's an ongoing task. Yet corded vacuum cleaners can be unsightly, and cumbersome to plug in and lug about.

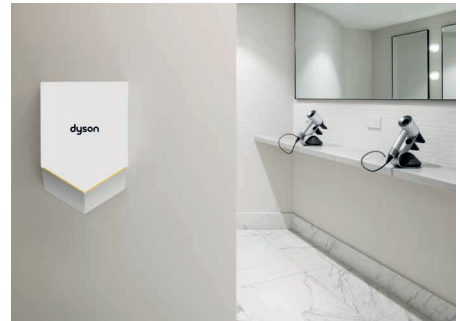
**The solution:****Dyson V8™ cord-free vacuums**

Powered by the Dyson digital motor V8, it's suction power starts strong, and stays strong. Its ergonomic design makes it feel lightweight and enables floor-to-ceiling cleaning – and it quickly transforms to a handheld for everything in-between. So it's ideal for thorough cleaning on-the-go.

Front reception staff commented "It's now so easy to clean throughout the day – and it's incredibly powerful for such a small machine. The clients are always asking about them."

**In collaboration with The Well**

Dyson Pure Cool™ Purifiers



Dyson Airblade™ V Quiet Hand dryer and  
Dyson Supersonic™ Hair dryers



Dyson CSYS™ desk light



Dyson Pure Cool™ Purifier and  
Dyson V8™ cord-free vacuum

dyson