

# AIROBE

LUXURY BODY DRYER

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1300 76 46 43

## BODY DRYER CASE STUDY: Belper Care and Mobility Centre



### INSTALLATION DETAIL:

Kevin Hallsworth, who has over 20 years of experience in the home care sector, established Belper Care and Mobility Centre.

The centre provides the local community with the latest aids, appliances and equipment designed to offer lifestyle benefits for the elderly and disabled.





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The Luxury Body Dryer was installed in summer 2006 into the bathroom and shower display area of the showroom as Kevin believed the Body Dryer offers real benefits to his customers.

The Dryer is fully operational, allowing the fully trained Belper Care team to demonstrate the benefits to customers.

### **OUTCOME:**

- Customers can see first hand how it will improve their bathing/showering experiences.
- Customers can try the dryer out for themselves and see how easy it is to operate.
- As the unit is a working model, visitors to the store have been able to visualise how the dryer could be installed in their homes.
- The team has been able to sell-through the lifestyle benefits, such as providing a hygienic replacement for towels, helping those who suffer with arthritis and who find it difficult to dry themselves after bathing.



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## COMMENT:

***“As the Body Dryer is the first domestic installation of its kind, there is real potential to make a difference to all kinds of people, from those who have suffered a stroke to customers who are wheelchair bound, arthritic or have difficulty drying themselves.”***

***Kevin Hallsworth, Owner***

