



Excel  
Dryer Inc.

It's fast. It's cost-effective. Above all, it's green. Meet the one and only XLERATOR®, the new industry standard for hand dryers. Made in the USA, its high-quality construction is virtually maintenance free.

#### Saving time, money, and trees.

The XLERATOR is 95% more cost-effective than paper towels, and 80% more energy efficient than conventional hand dryers. It reduces the carbon footprint of a public facility while eliminating the need to store, restock and dispose of paper towels.

#### Innovative green solutions.

Winner of the *Building Operating Management Top Products Award* two years in a row, Excel continues to set new standards for building green and provides extensive education to architects and subcontractors in sustainable restroom design.

#### McGraw-Hill Construction

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McGraw-Hill Construction connects people, projects and products across the construction industry. For more than a century, it has remained North America's leading provider of project and product information, plans and specifications, and industry news, trends and forecasts. McGraw-Hill Construction serves more than one million customers in the global construction industry through Dodge, Sweets, *Architectural Record*, *Engineering News-Record*, *GreenSource*, and *SNAP*. To learn more, visit [www.construction.com](http://www.construction.com) or follow @mhconstruction on Twitter.

**A small family business invents a better, greener hand dryer...and makes it the new industry standard by partnering with McGraw-Hill Construction.**

#### THE CHALLENGE

- Negative perception of hand dryers among the specifying community
- A modest marketing budget
- Competition for mindshare among independent sales reps

#### THE SOLUTION

- A fully integrated, cost-effective initiative designed to build product demand
- Dodge SpecShare®
- Sponsored continuing education developed in partnership with *Architectural Record* and *GreenSource* (print and online courses)
- Advertising in *Architectural Record*, *GreenSource*, *SNAP*, *ArchRecord.com*, *GreenSourceMag.com*, e-newsletters, Sweets to help build the brand, increase spec activity, and generate quality leads

#### THE RESULT

- Increased awareness among specifiers, to become the new default spec
- Tripled past CE test-taking volume, increasing target audience engagement and traffic back to Excel website
- 100% buy-in to Excel's customized Dodge platform from key distributors and independent sales reps

When Denis Gagnon launched the XLERATOR hand dryer in 2001, he saw a promising market opportunity: hand dryers were specified in only 10% of public restrooms. But he also faced a stubborn negative perception in the mind of specifiers and the general public.

"People hated hand dryers," he recalls, "because they didn't dry your hands. We would go to trade shows and people would say, 'Wow, this is amazing, I've never tried a hand dryer like this. I didn't even know this was available.'"

It soon became apparent that educating and reaching specifiers at the right time would be key to the company's success.

#### A cost-effective, fully integrated solution

Denis, his wife Nancy, vice president, and son William, vice president of marketing, turned to their partnership with McGraw-Hill Construction to develop an integrated marketing solution.

"We're a small business, so our marketing investments have to be

# success story



Excel Dryer Inc.



**Dodge developed a streamlined program that would give representatives three-click access to mission-critical intelligence on projects in their territory.**

— William and Denis Gagnon



cost-effective,” Denis says. “Our MHC account reps understood our needs and developed a tailored program to help us...without breaking the budget.”

Call it the classic one-two punch: Excel’s MHC solution builds awareness among the specifying community, while giving the company real-time market intelligence to focus its sales force on the most promising prospects – while projects are bidding. This level of specificity not only improves their chance of winning a specific contract, it also maximizes the value of their marketing dollars.

“Dodge SpecShare shows what market share we do have,” William says, “but more important, it allows us to know who is *not* specifying our product on a live project. Having that information on a timely basis allows us to go after that business.”

## **Educating specifiers and architects**

Excel worked with *Architectural Record* and *GreenSource* to develop a series of Continuing Education courses to educate architects and specifiers about XLERATOR dryers. Print and online advertising drives traffic to their courses, which use tools such as life cycle assessment to show the actual carbon footprint reduction of its product vs. paper towels or a conventional hand dryer.

“*Architectural Record*, *GreenSource*, and *SNAP* are highly respected publications,” Denis notes, allowing Excel to reach cutting-edge architect firms and specifiers. The program has been extremely successful. A recent offering, *Throw in the Towel: High-Speed, Energy-Efficient Hand Dryers Win Hands Down*, quickly became one of the top 10 CE courses for all of McGraw-Hill Construction.

## **Dodge SpecShare®: critical intelligence at the critical moment**

Even when an architect specifies a product, there is no guarantee the order will be placed and the product installed. It all comes down to two words: “or equal.”

Architects will specify an XLERATOR hand dryer, “or equal,” because they want certain standards met. While there aren’t

any true equals on the market, contractors are under enormous pressure to complete a job as cost-effectively as possible, so they may specify another hand dryer.

When this happens, Dodge SpecShare alerts Excel immediately, allowing sales representatives to move in and close the deal for XLERATOR. Dodge SpecShare allows reps to focus efforts on the right jobs because it quickly identifies both product and competitive brands being spec’d.

## **Motivating sales representatives to sell more**

Like many small manufacturers, Excel relies on independent representatives and distributors to sell its products. “We’re one of a number of manufacturers they represent,” William points out. “So to make us top of mind, we need to present solutions that make it easier for them to sell our product.”

Dodge developed a streamlined program that would give representatives three-click access to mission-critical intelligence on projects in their territory. It’s a smart, strategic solution the representatives immediately embraced. When Excel presented the system at the National Electrical Manufacturers Representatives Association show, every representative signed on—on the spot.

## **Measuring success, one spec at a time**

It can take two to four years to complete a building—which means it can take just that long for Excel to see its marketing efforts with specifiers pay off. But with Dodge SpecShare, the company knows when specifications are increasing.

“For many years, one of our major competitors was the default specification in hand dryers,” Denis recalls. “With XLERATOR, we created an entirely new category of high-speed, energy-efficient hand dryers, and we are the new default spec.”

“Our McGraw-Hill Construction account managers have been like consultants to us,” he adds. “The creative way they helped us bundle the many MHC services has been an outstanding success for us, and we continue to use it and have expanded our use of all the vehicles provided by MHC.”