Coca-Cola
London Eye

“When you think of London you think of the London Eye, and our washrooms must reflect that quality attraction. I was blown away.”

Davey Barrett, Show Services Manager.

The business
A global tourist attraction.

The Coca-Cola London Eye is one of the UK’s most famous landmarks, welcoming over 50 million visitors since opening in March 2000.

The problem
Poor washroom experience.

Rob Osborne, Architect: “The existing toilets were very tired and didn’t match the iconic feel of the London Eye.”

Their out-dated conventional hand dryers looked low-tech, caused queues due to their long dry times and resulted in water on the washroom floor as customers moved from the sink.

As a global engineering landmark, the Coca-Cola London Eye’s washrooms weren’t delivering the wow-factor to match.

The solution
The Dyson Airblade Tap hand dryer.

Cleaner washrooms
With Airblade™ technology in a tap, hands are washed and dried at the sink, so no water is dripped on the floor.

Faster dry times
Thanks to a 12 second dry time, customers don’t have to wait as long in the washroom, and they no longer leave with damp hands – a hygiene hazard.

More space
With hand washing and drying now in the same place, valuable washroom space is now available for additional baby changing facilities.

Davey Barrett, Show Services Manager: “Our Dyson Airblade Tap hand dryers deliver a much more stylish, simpler washroom experience that fits with our cutting-edge brand.”