

Case Study

Duraclenz Sensor Operated Basin Units

Restaurants

Duraclenz, a subsidiary company of Exeloo Limited, manufactures a unique stainless steel sensor operated basin unit that can be recessed into the wall. During the years 2000 to 2005, Wendys, a US based burger restaurant chain, through its master franchise holder in New Zealand – Wendco – went into an expansion phase setting up numerous Wendys restaurants through the city of Auckland.

At that time, the owner of Wendco had occasion to use an Exeloo toilet facility fitted with sensor basins and recognised the opportunity for this style of basin to be used in the new restaurants that were being built.



As a result, the sensor basins were incorporated in the new building designs and installed in the suburbs of Royal Oak, Manukau, Botany Downs and Lynfield. The first installations of these basins were made from resin based Aakronite. After six years in operation, it was found that these Aakronite basins were being damaged by the cleaning regime which called for basins to be scoured with an abrasive pad regularly.

Recognising the problem, Duraclenz made a large investment in the manufacture of a stainless steel press tool that could press the unusual re-entrant shape required for a wall mounted basin of this type out of stainless steel.



After the new stainless steel model was developed in 2008, Duraclenz replaced all of the basins in the Wendys restaurants with this stainless steel model. These Duraclenz stainless steel sensor basins have worked extremely well for the restaurant chain over the last six years since their installation.



The management of Duraclenz believes that, with appropriate levels of sales representation in the US market, this wall mounted sensor basin unit could be sold in significant volumes to a range of different restaurant franchises using the very positive experience achieved over a long period at these Wendys restaurants in Auckland as an example.

Office Buildings

The Duraclenz sensor basins have also been used in office buildings, one is located at 27 Peel Street in Brisbane, Australia. In 2009, the owners were carrying out a full refurbishment of the six floors of this office building and the architects recognised that the confined space in the bathrooms made it extremely difficult to install separate soap dispensers, basins and hand dryers. In this case, the property manager identified that the Exeloo sensor basin provided an ideal space saving wash basin facility for the bathrooms and instructed the architects to incorporate them into the design of the refurbishment.



The sensor basins have been installed on all six floors of this office building and have provided excellent service to the property manager and the building tenants since their installation.



Schools

The stainless steel sensor basin has also been popular in school environments as they are extremely robust and able to withstand vandalism and abuse. One example is Gold Creek School in Canberra, Australia, where the sensor basins have been fitted in the student bathrooms.

