

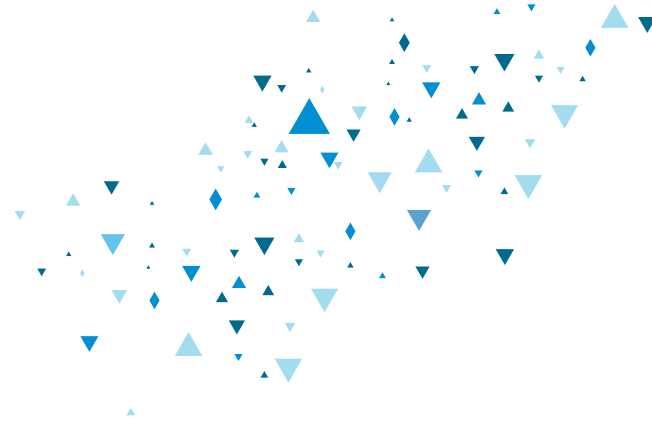


EBOOK

ALL DRYERS ARE NOT CREATED EQUAL



8 WAYS VICTREX™ PEEK COMPONENTS
MAKE BIG WAVES WITH CUSTOMERS
AND MANUFACTURERS ►





**VICTREX PEEK
BRINGS YOU DESIGN
FREEDOM AND A
NEW APPROACH TO
HAIRDRYER DESIGN.**



BY CHANGING FROM MACHINED METAL IMPELLERS TO VICTREX PEEK IMPELLERS WITHIN YOUR OWN TECHNOLOGY, YOU CAN REDUCE OVERALL SYSTEM COSTS, MINIMIZE ENERGY CONSUMPTION AND DESIGN HAIRDRYERS WITH UNIQUE BENEFITS FOR CUSTOMERS.

With more than 40 years' experience driving PEEK and PAEK polymer-based innovation, Victrex can help you advance your hairdryer designs with lightweight, durable VICTREX PEEK components, delivering a combination of efficiency, reliability, noise reduction and more design freedom with potential cost savings.

Discover 8 key ways to transform your dryer design and improve customer satisfaction with Victrex solutions.

MAKE WAVES WITH YOUR CUSTOMERS

4 customer potential benefits of VICTREX PEEK



50% QUIETER

Make the switch from metal to VICTREX PEEK and create a dryer that your customers can use at any time with a 3db noise reduction.



GREATER AIRFLOW

Enhanced durability of key components made from VICTREX PEEK at high speed operation (faster than 100,000 rpm) can improve airflow which leads to reduction in heat damage, dries hair faster and 2% reduction in power consumption.



70% LIGHTER

Attract more customers with your lightest design. By replacing metal with VICTREX PEEK impellers, you can create a dryer that packs more power into a lighter package.



GIVE CUSTOMERS CONVENIENT FEATURES IN A SIMPLE PACKAGE

Lightweight and durable, VICTREX PEEK-based components can replace heavier, often larger components made with metal, giving you more space to incorporate new features.

THE NEXT BIG WAVE IN HAIRDRYER DESIGN

4 reasons why PEEK produces results for manufacturers



IMPROVE TIME-TO-MARKET

By using injection moulding polymers instead of machining metal, you can save on costs with rapid scale-up and shorter time-to-launch.



UNLOCK A DESIGN FREEDOM ENABLER

Take a new approach to design. VICTREX PEEK gives you the processing flexibility to find the optimal way to manufacture and deliver innovative design, so that you can create smaller, more powerful hairdryers.



ENHANCE THE PRODUCT MANUFACTURING PROCESS

By consolidating complex parts and simplifying the process of integrating parts and functionalities, you can work more efficiently.



ACHIEVE PRODUCT INNOVATION

From a lightweight design, longer product lifetime, faster operation or reduced drying time, to less energy consumption and quieter operation, when you combine your own technology with VICTREX PEEK, you can give customers more with less.

YOUR NEXT STEPS WITH VICTREX

This is your opportunity to meet growing customer demand. With one of the highest performing engineering thermoplastics in the world, from the number one PEEK experts, you can achieve competitive advantage with a dryer that can deliver on performance, design and cost.

We've got 40 years of experience shaping future performance, with millions of people relying on products or applications which contain our high performance polymers every day, from smartphones, aeroplanes and cars to oil and gas platforms and manufacturing equipment to medical devices.

Now it's time to enhance product innovation with a world leader in PEEK by your side.

All dryers are not created equal. Design yours today.

Follow us on social media!



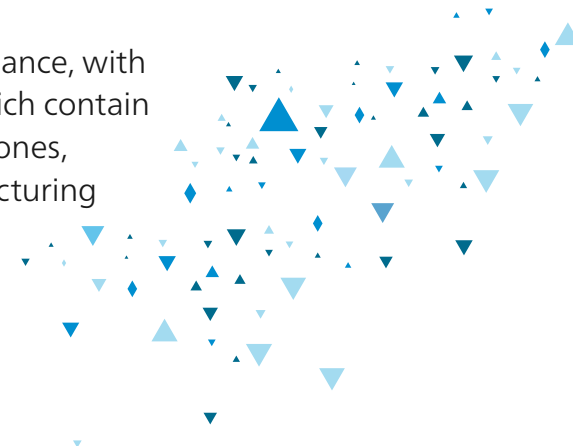
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Supporting information is available on request for all claims referenced

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To find out more about making the switch to VICTREX PEEK contact electronics@victrex.com or visit victrex.com/electronics to discover even more benefits.

