

GORDON FLASH DRYING TECHNOLOGY

After 15 years of reinventing room heating, the Eskimo design team turned their attention to the towel warmer. Of course, we've long been aware of the radiator's bathroom cousin, but tended to concentrate more on keeping our clients warm rather than their towels. We thought that the multiple variations on the standard ladder towel rail had this end of things covered. At Eskimo, though, we crave invention and improvement. There's more to life than ladders.

Squirreled away on our design retreat, we showered, had breakfast then set to work. Returning to the bathrooms to have a look at the standard towel warmer (yes, this is the kind of thing we get up to on a design retreat) we made one of those surprising discoveries that can make the design process so rewarding. We realised that not one of us had used a towel rail in the way its designers had intended us to use it. Not one of us had hung the towel over the horizontal bars in the way you'd see in a brochure. Instead we'd all hung our towels over the only bit of vertical tube on offer at either end of the ladder rail. We all agreed that the reason for this was because we intuitively knew that this would mean the towels dried more quickly. All of us had had experience of towels on horizontal rails that never really dried properly. Unless you hang just one towel over the whole ladder of course.

And so Gordon was born. The first towel rail designed specifically to warm and dry your towels in a flash.

ALL OTHER
TOWEL
WARMERS
ARE SO LAZY
THEY'RE
HORIZONTAL

GORDON

TESTING TIMES FOR THE COMMON LADDER RAIL

The comparative tests consisted of measuring temperature and humidity levels above the two adjacent towel warmers.

On the left was a Gordon 1000mm high x 208 wide.
Its opponent was a standard white ladder rail measuring 1150mm high x 500 wide. Both Gordon and the ladder rail stand 120mm off the wall.

The tests were carried out on the same brand of bath towel rinsed together in a washing machine and then spun at 1400rpm to ensure that they had the same water saturation level within the fibres.
Multiple tests were carried out to ensure accuracy with the towels hung as shown in the test image.

Test program 1

Consisted of fitting the ladder rail with its recommended heating element of 350w. Gordon's heating element was only 200w.

The results showed that to reach atmospheric humidity level, at which point the towels were considered dry, Gordon required 84 minutes whilst the ladder rail required an additional 27 minutes. Because of the higher power consumption of the ladder rail this means that Gordon requires only 43% of the energy needed to dry the towel effectively. Over the course of a year running a Gordon instead of the less effective ladder rail could save you approximately \$215 at current energy prices.



OVER THE COURSE OF
A YEAR, RUNNING A
GORDON INSTEAD OF
THE LESS EFFECTIVE
LADDER RAIL, COULD
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APPROXIMATELY \$215

Test program 2

Consisted of fitting the ladder rail with a heating element of 200w, this time designed to match the energy consumption of Gordon. Under this condition the ladder rail took nearly 3 times as long to dry the towel to the same level.

The results show that Gordon, despite taking up less than half the space of the ladder rail and looking 72.4 times better* was more than twice as effective at drying towels and should make substantial energy savings over its lifetime. Good for the customer, good for the environment and good for your towels. Good on you Gordon.

GORDON 84
MINUTES
LADDER RAIL 111
MINUTES



*This bit might be considered subjective but looks are important in the modern world.

GREAT THINGS NEVER CAME FROM COMFORT ZONES

GORDON

A RADICAL RE-THINK WAS LONG OVERDUE

We understand us humans have our comfort zones and of course there's nothing wrong with that. But when it comes to leading design, innovation, invention and change, great things never came from comfort zones.

Gordon is going to push some people's boundaries. Some of us love that sort of thing and some of us don't.

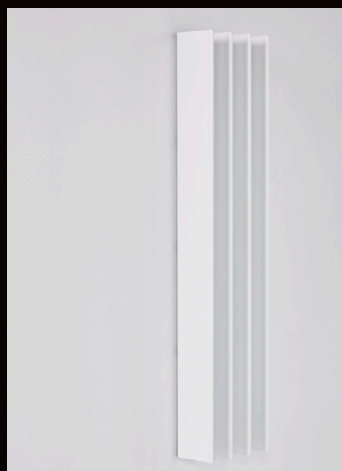
For those of us that hang towels seperately to get them dry as quickly as possible before folding again, Gordon is effective and efficient. Quite simply it's the best way to warm your towels in the least time and for the lowest cost.

It does away with towels on the end of ugly ladder rails, it banishes towels from radiators and over doors. No more draping over banisters or those funny little hanging racks.

Gordon embraces the way that busy people live. This towel rail doesn't require you to spend time neatly folding your damp towels over your poorly designed rails.

And whether Gordon is flash drying towels or standing naked in your bathroom, it's a thing of beauty.

A LOW COST
TOWEL WARMER
WITH A HIGH END
DESIGN





STANDARD
GORDON HAS
AN ANTI-SLIDE
POWDER-COAT
NO DRIPPING
NO SLIPPING



GORDON
FLASH DRYING TECHNOLOGY

GORDON
TAKES ONLY
11 MINUTES TO
ACHIEVE FULL
OPERATING
TEMPERATURE

The Gordon weighs in at 4.5kg, the wet weight of the ladder rail was a whacking 14.7kg – this follows through directly to warm up times. Gordon takes only 11 minutes to achieve full operating temperature while the ladder rail takes a tedious 36 minutes at the same power rating. The reduced weight means that even lightweight stud walls can support a Gordon with the correct fixings.

INSTALLATION

With just one hanging bracket and one fixing bracket, there's no need to ensure multiple brackets are lined up and level. Particularly important when drilling holes in difficult materials. This means that Gordon can be installed in a fraction of the time of a standard towel rail costing you less in expensive installation labour.

THE LADDER RAIL
TAKES A TEDIOUS
36 MINUTES
TO HEAT UP AT
THE SAME
POWER RATING





A minimalist photograph showing two white towels hanging from a white metal rack. The towels are draped over the bars, with their ends hanging down. The background is a soft, light grey or off-white wall. The overall aesthetic is clean and modern.

AVAILABLE IN
TRAFFIC WHITE,
JET BLACK
AND
ANTHRACITE
GREY



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