

iDry Body Dryer

Environmental & Running Cost Guide

Updated for 2026

A clearer, evidence-led look at energy use, running cost and the potential to reduce towel laundry.

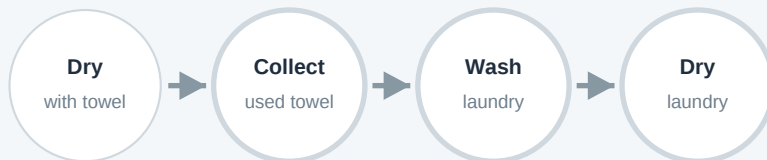
iDry - the current product name



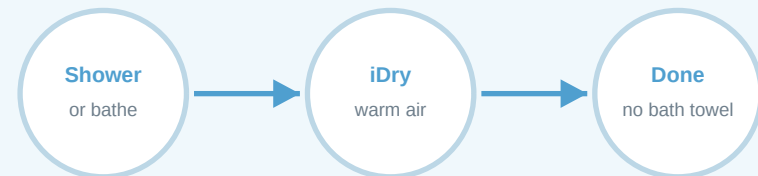
Why towel laundry matters

The environmental benefit comes from laundry that is genuinely avoided - not from the dryer itself being energy-free.

Towel drying route



iDry route



The key point

The iDry uses electricity, but it uses no water during the drying process. Where it replaces body drying by bath towel, it can reduce the number of towels entering the laundry cycle - and therefore the associated washing, drying, detergent, handling and replacement demand.

Savings vary by household or facility, towel policy, laundry load size, machine efficiency and whether towels are line-dried or tumble-dried.

What the iDry uses

Current iDry product data, expressed in the units that matter for running-cost calculations.

2.9 kW

Nominal electrical output

Rated product power

~3 min

Typical drying cycle

Average drying time

0.145 kWh

Energy per typical cycle

Approx. 0.15 kWh per use

0 L

Water used by iDry

At the point of body drying



Why kW and kWh are different

kW is the rate of power the appliance can draw. kWh is the energy actually consumed over time. A short, high-power cycle can therefore use a relatively small amount of energy overall.

For the iDry, the useful running-cost number is approximately 0.145 kWh for a typical three-minute cycle.

What does one drying cycle cost?

Example uses the Ofgem average electricity unit rate of 26.32p/kWh from 1 October to 31 December 2026.

$$0.145 \text{ kWh} \times 26.32\text{p/kWh} = 3.8\text{p} \text{ per typical 3-minute cycle}$$

1 cycle/day

Approx. 30-day cost Approx. annual cost

£1.15 **~£13.93**

2 cycles/day

Approx. 30-day cost Approx. annual cost

£2.29 **~£27.86**

4 cycles/day

Approx. 30-day cost Approx. annual cost

£4.58 **~£55.72**

- Illustrative electricity-only cost; standing charge is excluded.
- Actual tariffs vary by region, payment method, fixed/variable tariff and date.
- Cycle duration can vary in practice, so actual consumption and cost can differ.

Where reduced towel laundry can matter

The biggest opportunity is in settings where body towels are used frequently, handled repeatedly or commercially laundered.



Independent living

May reduce reliance on a towel after bathing and support a more independent routine.



Care & supported living

Can reduce towel handling where users can dry themselves with warm air.



Hospitality

Potential to reduce bath-towel laundry where guests choose the body dryer instead.



Leisure & changing areas

Useful where repeated showering creates frequent towel demand.



Spray tanning

Warm air drying can be useful without rubbing the skin with a towel.



Infection-control routines

A touch-free drying option can reduce shared towel handling; site procedures still govern hygiene.

Keep the claim honest

The iDry is not a zero-energy product and it will not eliminate every towel in every setting. Environmental and cost benefits depend on how much towel laundry is genuinely avoided.

A fair way to calculate your own saving

Use your real laundry process rather than a generic “per towel” figure.

Simple comparison method

- 1. Record how many bath towels are actually avoided by using iDry.
- 2. Estimate how many fewer laundry loads that creates over a week or month.
- 3. Use the washing machine energy-label figures for kWh and litres per cycle.
- 4. Add tumble-dryer energy only if towels would normally be tumble-dried.
- 5. Compare those avoided costs with iDry electricity use: 0.145 kWh per typical cycle.

Sources & assumptions

iDry product data

Independent 4 Life product page: nominal output 2.9 kW, average drying time 3 minutes, approx. 0.145 kWh per use, IPX4.

Electricity example

Ofgem: average Direct Debit electricity unit rate 26.32p/kWh, 1 Oct-31 Dec 2026, England/Scotland/Wales.

Laundry comparison

Energy Saving Trust: washing-machine labels report energy per 100 washes and water per cycle; full loads and efficient settings reduce consumption.

Bottom line

The clearest environmental case for iDry is simple: it provides body drying without a bath towel. Where that choice reduces towel laundry, it can reduce water, laundry energy, detergent use and handling - while the iDry itself has a small, measurable electricity cost per use.