



Case Study: Gym

Creating odour-free washrooms

Overview

This gym is one of the UK's largest gym operators, with a high-footfall, 24-hour estate designed to provide accessible fitness to thousands of members every day.

With constant usage across washrooms and changing facilities, maintaining hygiene standards at scale is critical to both member experience and operational efficiency.



The Challenge

The gym's estates and facilities teams were facing recurring issues across multiple sites, including:

- Persistent and unpleasant urinal odours
- Regular blockages and flooding in washrooms
- High reactive plumbing costs and call-outs
- Negative customer feedback, impacting satisfaction and NPS

These challenges were compounded by:

- Extremely high daily usage
- 24-hour operation with minimal downtime
- Warm, humid washroom environments ideal for scale formation

The gym required a solution that addressed the root cause, not just the symptoms.

"The results have been brilliant. Odours have been eliminated, and we're keen to use this solution at our other sites."

Manager.

Industry

Fitness & Leisure

Location

Multiple across UK



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The Solution

Following on-site assessments by Thrive, a structured 12-week trial was implemented across 11 branches using URIZAP and URIZAP Shock, tailored to the severity of each site:

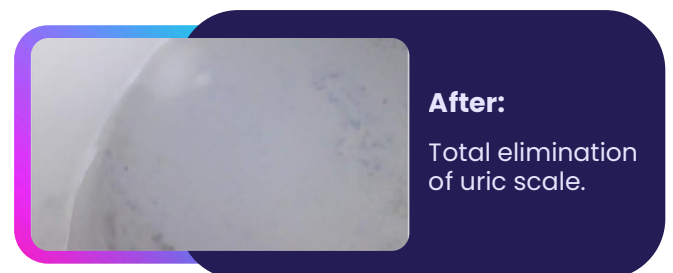
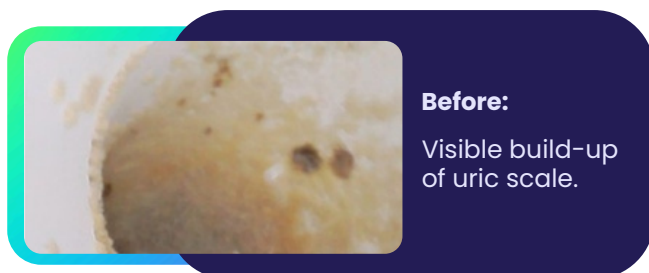
- URIZAP Shock was deployed at the worst-affected sites to rapidly break down heavy legacy deposits before transitioning to a maintenance dose
- URIZAP was dosed directly into urinals to biologically digest uric scale and prevent further build-up

All dosing protocols were designed to integrate seamlessly into existing cleaning routines, requiring minimal operational disruption.

The Benefits

The trial delivered clear, measurable improvements across the estate:

- All sites reported significant reductions in odour
- Sites with frequent flooding and blockages saw zero incidents during the trial
- One site eliminated the need for a plumber, having previously required call-outs every two weeks
- Camera inspections confirmed uric scale decrease and pipework visibility restored where previously obscured
- Improved Net Promoter Scores
- Reduced reactive maintenance and plumbing costs
- A scalable, preventative solution aligned with sustainability goals



About Thrive

Thrive believes cleaning can be smarter, safer, and better for the planet.

We develop innovative, science-backed biological solutions to tackle the challenges of human-made pollution.

Our groundbreaking products transform how people clean—delivering exceptional performance without compromise. By setting new standards in sustainability, we empower businesses to reduce waste, improve efficiency, stay compliant, and shrink their carbon footprint, all while supporting the regeneration of our planet's ecosystems.

Biotech that cleans, clears & restores

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