

## Case Study: NCCC

# Putting a new 'spin' on washroom excellence



### Overview

Founded in 1878, the Northampton County Cricket Club (NCCC) is a renowned sporting organisation and multi-purpose venue located in Northampton, UK.

With a rich history and a dedicated fan base, NCCC prides itself on offering exceptional facilities to supporters, guests and visitors for both top class cricket and other exciting events.

### The Challenge

NCCC faced a persistent challenge in its washroom facilities. Blocked urinals not only detracted from the overall visitor experience but also posed logistical challenges for maintenance staff.

The recurring issue threatened to undermine NCCC's commitment to providing a safe and welcoming environment for all.

They were looking for a permanent, safe and eco-friendly solution.

### Industry

Sporting Venue

### Location

Northampton

"We're so pleased with the results we've seen from URIZAP. Since using this product, we've managed to eliminate odours and resolve all blockage issues.

We are ready to welcome our supporters in summer when the cricket season commences"

- John Duffy, Safety Officer & Stadium Manager, NCCC.

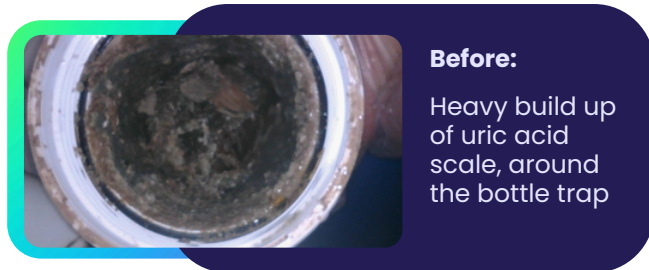


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## The Solution

Through the implementation of Thrive's URIZAP, designed to address urinal blockages and odours, Northampton County Cricket Club successfully overcame the challenge of recurring urinal blockages, helping to transform its washroom facilities into a clean, pleasant, and hygienic space for all visitors.

By prioritising sustainability and effectiveness, NCCC demonstrated its commitment to delivering excellence in every aspect of its operations.



### Before:

Heavy build up of uric acid scale, around the bottle trap



### After:

After six weeks, clear and odour free. No manual intervention required.

## The Benefits



### Odour elimination:

Targets the source of unpleasant odours and neutralises foul smells, creating a fresh and inviting washroom environment



### Enhanced Visitor Experience:

Clean, odour-free urinals elevates the washroom experience for guests, enhancing satisfaction and loyalty among patrons



### Efficient Blockage Removal:

URIZAP's powerful microbial formula effectively breaks down uric acid and other organic matter, preventing blockages



### Cost Savings:

Reduces the frequency of maintenance interventions and mitigates the need for harsh chemical treatments



### Sustainability:

URIZAP's eco-friendly composition aligns with NCCC's commitment to sustainability, offering a responsible solution that minimises environmental impact

## 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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