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Case Study: Golden Sheaf

Delivering a world-class customer experience

Overview

An enduring entertainment icon in the East, The Golden Sheaf is a heritage-listed community institution that has welcomed generations of locals and visitors through its doors.

From city-slickers to party-goers and ladies who lunch, The Golden Sheaf is proud to be a part of the fabric of the Eastern Suburbs.

The Challenge

Providing the perfect escape from city life immersed beneath the iconic 80-year-old fig tree, The Golden Sheaf has it all, and therefore attracts a large partonage 7 days a week. Right in the middle of the venue is the male bathrooms and like most 10 man troughs, the uric scale build up in the drain pipe is significant and emits a foul odour that cannot be removed. High water flush, deodorisers, urinal screens and acid rinses, have all been applied to remove these foul odours, without success.

However, this and other short-term measures to tackle the issue proved ineffective and unsustainable, relying on harsh chemicals, manual intervention, and costly ad-hoc rodding by external companies.

Uric acid is a by-product of urine that solidifies when reacting with limescale. This reduces the pipe's diameter, slowing down the flow from the urinal and leading to blockages and bad smells.

Industry

Hospitality

Location

Sydney

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"A great improvement in the reduction of foul odour coming out of the male toilets and the added bonus of saving over 700,000 litres of water in the first year. URIZAP reduces the need for harsh chemicals, is easy to administer, removes odours and costly repair services. We look forward to working with Thrive in the future."

- General Manager

Before:

Slogged urinal that caused pungent odours

After:

Clear and odour free, no manual work required

The Solution

Experience the power of **URIZAP** - the world's first formulation that uses bacteria to digest uric scale.

The Golden Sheaf implemented **URIZAP**, and within just three weeks, they noticed a significant reduction in uric scale and odour in their washrooms. But it didn't stop there - by six weeks, the odour was nearly eliminated, and the uric scale within the pipework was drastically reduced.

Using URIZAP, The Golden Sheaf:

Are confident they will save meaningful litres of water, CO2 and unnecessary costs per year and will:

- Reduce single-use plastics
- Stop using harsh, toxic chemicals
- Reduce callouts
- Maintain alignment with Sustainable Restaurant Association (SRA) commitments
- Provide their customers with a clean and hygienic washroom experience

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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