



## Case Study: Hawksmoor

# Delivering a world-class customer experience

### Overview

Hawksmoor is widely considered one of the most admired companies in the restaurant industry, with award-winning restaurants in the UK, NY and soon Dublin.

They became the first UK restaurant group to gain B Corp certification, joining a global movement for an inclusive, equitable and regenerative economy.

Hawksmoor has just published the company's first annual [impact report](#), and in working with Thrive, they are furthering their commitment to sustainability and enhancing the customer experience.



### The Challenge

The Hawksmoor team want to improve the washroom experience at their Air St London restaurant. The challenge was a substandard washroom experience (persistent urinal blockages and unpleasant odours). Additionally, a single blockage could shut down the remaining urinals, causing significant disruptions that could last up to 48 hours, while a third party rectified the issue with the expensive rodding of the pipes.

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.

Thrive uncovered the root cause: uric acid scale build-up. 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

Air St, London



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“Our obsession with quality and ethics has always driven us to work with individuals and companies who share our beliefs. URIZAP reduces the need for harsh chemicals, is easy to administer, removes odours and costly repair services. We look forward to working with ABS in the future.”

- Patrick Urey, Hawksmoor Head of Operations.



**Before:**

Slogged urinals that prevented flow and caused pungent odours

**The Solution**

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

Hawksmoor 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, Hawksmoor:**

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



**After:**

Clear and odour free, no manual work required

**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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