

OdourFix: Biological Odour Control That Changes the Rules of Cleaning

There's a problem that businesses have been accepting for decades, and it's costing time, money, and guest experience. OdourFix breaks the cycle.

The cycle; Clean → Disinfect → Fragrance

This can:

- ✓ Remove visible soil
- ✓ Kill surface bacteria
- ✓ Add fragrance to signal cleanliness

But it does not:

- ⊗ Break down embedded organic matter
- ⊗ Deliver performance between cleans
- ⊗ Prevent odour rebound

When fragrance fades, odour returns. Businesses end up trapped in a cycle of masking, overuse, and corrective cleaning.

The Shift That's Needed

Cleaning must move from:

Old Way	New Way
Surface correction	Root cause removal
Moment-of-clean	Between-clean performance
Fragrance masking	Functional breakdown

Many odours are deep-rooted; the right biology is needed to break this cycle.

What Causes Odour?

Odour is created by organic matter breaking down:

- Proteins (skin cells, food residue)
- Fats, oils & greases
- Starch & cellulose
- Complex organic molecules
- Uric acid (ammonia odour)

Traditional chemistry removes the visible.
But OdourFix goes deeper, to the root cause.

The Biological Effect; How OdourFix Works

OdourFix uses targeted biological agents that:

- ✓ Identify specific organic matter
- ✓ Break them down into simpler, non-odorous compounds
- ✓ Continue working after application
- ✓ Internal biological testing demonstrates residual organic breakdown for 72 hours.
- ✓ Where traditional chemistry stops, biological activity continues.

Time to Break the Cycle

Old ways trap businesses in masking and reapplication.

OdourFix changes that:

- ✓ Not masking odours
- ✓ Not harsher chemicals
- ✓ Understanding nature, optimised with science



Why Residual Performance Matters

Between cleans:

1. Organic matter accumulates
2. Moisture activates bacterial activity
3. Odour compounds regenerate

Residual biological performance:

- ✓ Slows organic build-up
- ✓ Reduces ammonia formation
- ✓ Improves baseline surface condition
- ✓ Makes future cleans easier and more consistent

Through the right biology, cleaning and odour control becomes proactive, not reactive.



**Cleaning that gets to the root of odours and works longer.
Root cause cleaning. Residual performance. Real freshness.
Want to know more? Reach out to one of our experts today.**

