

Break the Odour Cycle. Because Clean Shouldn't Smell Covered Up.

Guest experience drives hotels, and scent is a powerful signal of cleanliness.

Did you know smell is the only human sense processed directly by the limbic system, the area linked with memory and emotion? One bad odour can trigger a lasting negative impression. Guests may forget décor details, but they won't forget how a room smelled.

Yet most hotels are trapped in a cycle:

1. Rooms are cleaned, disinfected, fragranced.
2. Odours return between cleans.
3. Staff reapply stronger fragrance or perform corrective re-cleans.

This cycle of masking is costly in time, labour, and brand perception. Traditional chemistry only removes visible soil; odours at the source remain.



The Traditional Trap: Why Odours Keep Returning

Most hotel rooms are cleaned in 20–30 minutes, often less during peak checkouts. Staff juggle: bedding, bathrooms, surfaces, appliances; under tight time pressure. For decades, these teams have relied on: Clean → Disinfect → Fragrance

This delivers:

1. Immediate visual cleanliness
2. A token or overpowering scent to signal service

But odours often return once guests arrive.

Staff respond with:

1. Re-cleans
2. Stronger fragrance

Fragrance becomes a mask, not a compliment.

The root cause?

Traditional cleaning only removes what's visible. Odours come from organic matter breaking down; proteins, fats, uric acid residues embedded in surfaces, grout, fabrics, and drains.

Fragrance sits on top. When it fades, the odour returns, trapping hotels in a costly cycle of masking that impacts time, labour, and brand perception.

Giving a 5★ Stay with OdourFix

OdourFix introduces a biological shift in hotel cleaning. Instead of masking smells with stronger fragrance or harsher chemicals, it works with nature; optimised by science.

Turn a 20-minute clean into 72 hours of continuous hygiene performance

Using targeted enzymes and beneficial microorganisms, OdourFix:

- Breaks down odour-causing organic matter at the source
- Continues working for 72 hours after application
- Reduces odour rebound between cleans
- Improves surface condition over time

Where traditional chemistry stops, biological performance continues.

Take a Smell Tour of a Hotel Room

OdourFix works because biological processes can penetrate surfaces and break down organic matter at the root, not just mask it. But biology is science: the right strains and capabilities are needed for each type of odour and area to ensure effective, residual performance.

Guest Bathroom

Uric acid around toilets, under rims, in grout and porous surfaces

Body residues, soap scum, microscopic faecal matter

Guest Room

Sweat, skin oils, body proteins absorbed into carpets, curtains, and upholstery

Food residues in bins or lounge areas

Public & High-Traffic Areas

Starch, paper fibres, and organic debris in floors and drains

Spills and dirt that build up quickly during peak periods

Traditional chemistry removes only what's visible. Fragrance temporarily sits on top, it doesn't fix the source. OdourFix, through science-driven biology, keeps working after cleaning, degrading the residues that would otherwise cause odour to return.

The Biological Break: 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.

Built for the Needs of Modern Hotels: Three Pillars

Guest Perception & Revenue Protection	Operational Reality & Housekeeping Efficiency	Residual Biological Performance
<ul style="list-style-type: none"> ✓ Neutral, genuinely fresh rooms ✓ No chemical scent clash ✓ Confidence on room entry ✓ Protects brand standards and repeat bookings 	<ul style="list-style-type: none"> ✓ Works during normal cleaning ✓ No extra dwell time or odour treatment steps ✓ Reduces corrective re-cleans ✓ Supports teams without slowing them down 	<ul style="list-style-type: none"> ✓ Continues breaking down proteins, fats, starch, and uric acid ✓ Reduces ammonia formation in bathrooms ✓ Slows odour rebound between stays ✓ Makes future cleans easier and more consistent

Multiuse, Operationally Ready

OdourFix is embedded across a range of cleaning products, not a single odour solution.

Hotels benefit from:

- ✓ Enhanced cleaning from biotech
- ✓ Odours eliminated at the source
- ✓ Multiuse products that fit existing housekeeping protocols
- ✓ ESG and sustainability benefits via concentrated, lower-impact formulations

Break the Odour Cycle. Clean at the Source. Stay Fresher for Longer. OdourFix, biological performance for modern hospitality. To explore the full product range and learn more about OdourFix Technology, speak to one of our experts today.

