

VUE Entertainment delighted with the long-term success of the WhiffAway Water-Warrior System

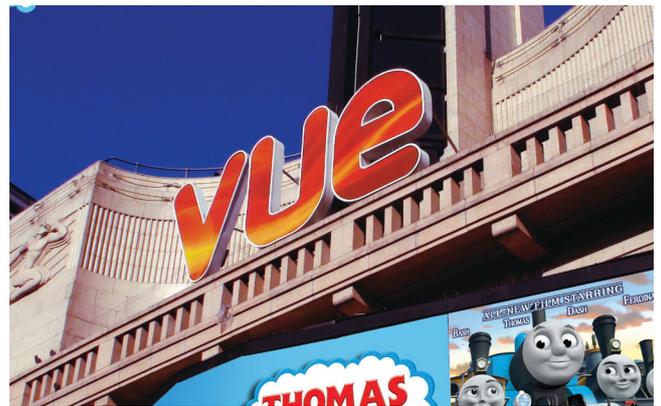
Saving Money, Water & Energy, Whilst enhancing users washroom perception



VUE Entertainments

The Brief

VUE Entertainments Head of Facilities, Neal Simmonds, wanted to reduce overall water and sewerage usage in a sustainable way. Having conducted in depth preliminary research, it was noted that the urinals were the single largest user of water across the VUE Estate. Neal had searched the marketplace to find a urinal product that would allow the Group to radically reduce its urinal water consumption and energy usage, without having a detrimental effect on hygiene and washroom cleanliness. Starting with a selection of problematic trial cinemas, his strategy and remit to Regional FM's was to reduce the maintenance problems: the urinal waste pipes became completely blocked at least once every 3-4 months, consequently causing blockages, urinal flooding and excessive reactive costs from Drainage Companies.



> The Problem

Urinals that experience very heavy usage tend to suffer from the same problems experienced at VUE Cinemas: flooding, bad odours, regular blockages and high water and energy consumption. VUE had previously tried a whole host of products; Water Misers, PIR's, Chemical Dosing Systems, Cubes, Enzyme Systems and other Waterless Urinals. All these products were tried in an attempt to reduce water consumption from the urinals, but none had worked satisfactorily. Furthermore, suppliers lacked the expertise and were unable to provide quick enough response turnaround. Noting that washroom cleanliness is critical to the users overall Cinema experience. The results on the previously tried products showed any reduction in water flushing would quickly lead to an increase in bad odours, blockages and associated flooding.

>> The Solution

Having researched the market further, Neal contacted James McLean, Managing Director of WhiffAway Ltd, to trial the WhiffAway Water-Warrior System. WhiffAway's Water-Warrior system is a British product and unique. It is a completely waterless system that is proven, dual patented, market leading and offers an effective and environmentally sound means of dealing with problems of odours, blockages and urinal flooding, without the need for unsafe chemicals or constant flushing. Furthermore, the system retro-fits to existing urinals, rather than requiring the costly and unnecessary replacement of a complete urinal bowl.

Convinced by WhiffAway's pioneering technology, Neal arranged a trial of the Water-Warrior System across three sites with problematic urinals. This was successful and trials were extended out to a further 34 cinemas to reinforce the functional integrity, commercial viability and environmental claims of the system. After a nationwide training program with relevant stakeholders, providing bespoke literature and working with VUE's centralised supply chain, Neal and the RFM's decided to roll-out the system to the remaining sites and also specify the same as best practice within its growing estate.

The Result

The VUE Cinemas experience heavy usage all year round. The following results were recorded:

1.

Elimination of smells:

Inherent bad odours were significantly reduced and complaints radically reduced.

2.

Blockages:

There are now very few blockages being reported, showing a huge reduction in reactive callout costs.

3.

Eradicating urinal water usage:

The water was completely eradicated without any detrimental effect to the washrooms urinal hygiene and cleanliness. The water savings are exceptional in excess £455,000.00 on 843 urinals and accounted for over 40% of the VUE Estates total consumption.



The conclusion

VUE Entertainment proactively take its corporate social responsibility and environmental best practice as a market leading Cinema chain very seriously. The rollout installation of the WhiffAway Water-Warrior System across all Cinemas will result in a significant reduction in urinal maintenance, an elimination of urinal odours and:

- A net cost saving of £455,000 per annum
- Water saved: 224,137.93 cubic metres
- Carbon footprint reduced: 43706.90 kg

WhiffAway Limited

WhiffAway's complete urinal solution and associated service includes the WhiffAway cartridge, WhiffAway Hygiene-Seal, WhiffAway Cleaner and XL, forming the 'Water-Warrior System'. The above package provides low cost consumables that are replaced by our nationwide network of service engineers at quarterly service intervals to ensure a high standard of cleanliness and appearance in your washroom.

To achieve these benefits today, please contact Will Hattersley on:

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