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-  Sector: Hospitality
 -  Location: Newcastle
 -  Service: Carpet Cleaning and Urine Extraction

Premier Inn – Urine Removal & Carpet Restoration

Specialist urine extraction and odour removal delivered within a 24-hour turnaround

THE CHALLENGE

The affected hotel room had significant urine contamination within the carpet, creating a strong and persistent odour that made the room unsuitable for guest use.







With the room needing to be turned around within 24 hours, there was no margin for ineffective cleaning or repeat visits. Standard surface cleaning or deodorising would not resolve the issue, as the contamination had penetrated deep into the carpet fibres.

The challenge was to fully break down and remove the urine at source, eliminate the odour completely, and ensure the room was clean, dry and ready to be put back into service within the required timeframe.

Key challenges included:

- Deep-set urine contamination within carpet fibres
- Strong odour impacting room usability
- Tight 24-hour turnaround requirement
- Need for permanent odour removal, not masking
- Requirement for safe, non-toxic treatment in a guest environment

PROJECT SNAPSHOT

-  **Client / Site:** Premier Inn
-  **Location:** Newcastle Area
-  **Project Type:** Emergency biohazard response
-  **Services:** Specialist treatment, deep extraction, odour neutralisation, rapid drying
-  **Environment:** Hotel Guest Room
-  **Delivery Style:** Targeted, specialist treatment with minimal disruption

Key Risks included:

Exposure to bodily fluids and contaminated waste. Strong odour impacting the wider environment. Health and safety risks to staff and customers. Reputational risk

BD365 delivered a targeted treatment that removed contamination at source, rather than masking the issue.



WHY IT MATTERED

In hospitality environments, presentation and guest experience are critical. Odour issues, particularly from urine contamination, can result in rooms being taken out of service, lost revenue and negative guest feedback.

This project required more than a surface clean. It required a specialist approach that addressed the root cause of the problem and ensured the room could be confidently returned to use.

By using advanced products and proven methods, BD365 was able to restore the space quickly, safely and effectively, without the need for replacement or prolonged downtime.

WHY BD365

Specialist carpet and odour removal experts

Advanced products

Ability to remove contamination at a molecular level

Fast turnaround for time-sensitive clients

RESULTS

- ✦ Urine contamination fully removed from affected areas
- ✦ Odour eliminated at source, not masked
- ✦ Carpet professionally cleaned, flushed and restored
- ✦ Room dried and ready for use within required timeframe
- ✦ No need for repeat treatment or additional works

Odour issues like this are often treated at surface level, which is why they come back. Our approach is to deal with the problem at source, break it down properly and make sure it is gone, not just hidden.

Krissi Foskett, Managing Director, BD365



OUTCOME

The room was successfully restored within the 24-hour turnaround window, allowing it to be put back into service without delay. We had to remove residual in-house cleaning products that were causing foaming but failing to address the underlying contamination.

Once cleared, a full professional extraction and targeted treatment were carried out, breaking down the urine at source.

Odours were eliminated rather than masked, leaving the carpet clean, fresh and safe for guest use.

BD365 delivered a solution that resolved the issue properly and prevented repeat failure, protecting both the guest experience and the client's operational efficiency.

Need fast, effective carpet or odour treatment that actually works?

BD365 provides specialist cleaning and restoration services for hotels, commercial spaces and high-use environments.

www.bd365biohazardcleaning.co.uk

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