

# CASE STUDY

# A TRIBE CALLED SWEAT



INGENIOUS PROBIOTICS

## Air & Surface Purification for a Cleaner, Healthier Gym



### Key Benefits

- ✓ Removes harmful bacteria, viruses, bio-allergens, plastic and dust particulates & chemical pollutants.
- ✓ Adds carefully chosen, plant-based, high quality, probiotic 'good' bacteria to restore environmental balance at a microbial level.
- ✓ Cleans surfaces without chemicals and disinfectants.
- ✓ Eliminates unpleasant odours - including stale sweat.

## High Specification Air Purification Combined with Continuous Microbial Cleaning of Hard & Soft Surfaces

### The Problem

A Tribe Called Sweat in Chelmsford, Essex, is the UK's premier rehabilitation and personal training centre. They provide a 5-star customer experience and provable results. However, with all the hard exercising going on, Tribe - just like all gyms - has to work hard to keep the gym areas and shared equipment hygienic and smelling fresh. Conscious of the environmental and health risks, it was important not to use harsh chemicals and anti-bacterial cleaning products and disinfectants.

### The Solution

In an exciting development, we worked with Tribe to install the world's first 'reset and replenish' room cleaning solution: air and surface purification working together in one ducted system. One standard Ingenious Air System with high specification air purification was installed. This 'resets' the environment by removing all three types of serious airborne pollutants before they are breathed in:

- Disease-causing, opportunistic, pathogenic viruses and bacteria.
- Bio-hazards and bio-allergens, including skin cells, mould spores, pollen and dust mite faeces.
- Toxic pollutants and harmful volatile organic compounds.

However, indoor environments need to maintain natural, microbial balance between helpful and harmful bacteria. To achieve this, naturally sourced, plant-based, helpful bacteria called probiotics were added to the air stream via the duct work. These eco-friendly micro-organisms clean at a deep microbial level. They land on hard and soft surfaces in large numbers and inhibit the harmful bacteria in a natural and organic way. They reduce the risk of infectious bacterial diseases, including E. coli and Staphylococcus. The probiotics and air purification both remove the triggers of allergic reactions and the root causes of unpleasant odours. The induction delivery system reaches all the nooks and crannies and otherwise difficult to access areas.

### Follow Up

The Ingenious Air System provides an active delivery system for clean, healthy and safe air. The gym is a cleaner, fresher, healthier and safer - and more inviting - place to work out.

**"The gym never smells. It is important for the gym to not only look clean, but to smell clean and all of our members comment on the fact that it does exactly that, it smells as good as it looks".** Ben Brand, Owner.



+44 1268 544530



enquiries@pure-ingenuous.com



www.ingenious-probiotics.com