

CASE STUDY

Implementing URIFRESH Waterless Urinal Systems at Finnebrogue



Background: Finnebrogue is a family-owned business and one of the UK's most innovative food producers. They made their name producing premium sausages for leading supermarkets, before launching its revolutionary **Naked Bacon** and ham, made without nitrites, in 2017. It has four sites in Downpatrick, including a state-of-the-art plant-based facility.

Finnebrogue demonstrates a **strong commitment to environmental sustainability, ethical practices, and supporting the local community** - evident through their 'Bigger Picture' ESG (Environmental, Social, and Governance) programme and the work of the Denis Lynn Foundation.



In 2024, Finnebrogue made notable progress across key ESG focus areas. The company achieved a **61.5% reduction in its operational carbon emissions** (Scope 1 and 2), driven by energy-efficient practices and the **installation of 2,846 solar PV panels** at its state-of-the-art vegetarian facility. These initiatives support Finnebrogue's ambitious goals of becoming **carbon neutral by 2030 and reaching Net Zero by 2040**.

Beyond decarbonisation, Finnebrogue transformed 4,000 m² of land into a flourishing habitat of **native wild grasses**. This biodiversity initiative, delivered in partnership with Strangford-based Eco Seeds, further reflects the company's **dedication to environmental stewardship**.

As part of its Bigger Picture programme and its commitment to reducing water intensity by 20% by 2030 (compared to a 2022 baseline), Finnebrogue collaborated with NI Washrooms to specifically reduce the **6.6 million litres of water flushed annually** by urinals.

REDUCE WATER INTENSITY 20% BY 2030 (VS 2022 BASELINE)

Challenge (May 2024): Across its four sites, Finnebrogue operated 13 urinals that, on average, flushed nine litres of water every four minutes—24 hours a day, seven days a week—resulting in **over 6.6 million litres** of water wasted annually from urinals alone.

While the company was keen to explore waterless systems, it had reservations—particularly concerns around odour control and potential maintenance issues such as urine crystallisation.

Solution: NI Washrooms' URIFRESH waterless urinal systems were proposed to drastically cut water use and mitigate the related costs, environmental impact and guarantee no odours or blockages.

After a thorough assessment of Finnebrogue's various sites, an installation plan was drawn up and implemented.

Implementation:

- A smooth installation process was carried out at Finnebrogue's largest site, with minimal disruption. This involved removing the urinals and removing any hardened limescale and uric salts from the bowls. All the pipework was **removed and replaced with new**, to avoid adopting problems associated with the old system. The urinal bowls were thoroughly **cleaned, converted and re-installed**.
- The method of installing the old system involved some pipework which did not have enough of a gradient to allow proper and complete flow-away of liquids and any debris. This was rectified with the new installation.
- Any concerns about blockages and odours are alleviated by the **guarantee** given by NI Washrooms. If there are ever any blockages or odours associated with the urinals, we are only a call away and will attend to resolve the situation **at no charge**.
- As the URIFRESH system is a **100% no-flush** system, there is **no limescale** build up in the pipework as there is no flushing water
- **Uric salts do not crystallise** in the pipework due to the patented microbes and enzymes in the cartridge which form a unique biosystem in the pipework.
- The memory-silicone, non-return valve ensures liquids only flow in one direction and **odours do not escape**.
- All cleaning products were supplied to the hygiene team on site and **full training** in ongoing maintenance was provided.



Results:

- URIFRESH waterless urinals align seamlessly with Finnebrogue's **environmental objectives** while also delivering **significant cost and operational benefits**.
- The system generated annual water cost savings of over £26,252, even when accounting for a 7% increase in NI Water charges projected for 2025/26.
- Finnebrogue reported a **noticeable reduction in both blockages and odours** from the outset.
- Annual reduction in CO2e emissions associated with urinals of over 2250 kg
- Ongoing maintenance has been well-received, affirming an **effective and reliable solution**.
- The installation was completed in stages and is now into the third quarter after installation, with **no reported issues** from the urinals over this period.

Conclusion: This successful installation highlights how innovative solutions like URIFRESH can support large-scale manufacturing by boosting sustainability, addressing practical operational challenges, and driving cost savings and profitability.

For more information and to calculate your own water saving, visit: www.niwashrooms.com

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Waterless urinals may not be the most glamorous sustainability solution, but the water and cost savings delivered through NI Washrooms' retrofit technology make them well worth considering. The NI Washrooms team were knowledgeable, friendly, and responsive — providing excellent service both on-site and via email. Their clear, practical guidance helped reassure our facilities team by addressing concerns around odours and crystallisation.

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Samuel Turner Sustainability Executive Finnebrogue