

An extraordinary success story: CSU & BubbleFlush

The first company we approached with BubbleFlush was the cleaning organization CSU. We were bold enough to get in touch with Ton Nijgh, Process Manager of Purchasing. Below, he shares his story:

Cobbled Together

"I didn't know Hidde and Dennis yet, but they told me about their innovative solution for chemical-free toilet cleaning. Chemistry-free cleaning fits perfectly within the sustainability ambitions of CSU and our clients. I know the market well and understand the great need for environmentally friendly initiatives. I gave them a challenging test case: to clean toilets at a healthcare facility. Due to the presence of medication in urine, I knew it would be challenging to eliminate stubborn deposits in the toilets properly.

They arrived with the device in a plastic bag, and I thought, 'This is going to be a short demonstration...'. After a cup of coffee, the bag opened up, revealing a cobbled-together tinkering solution that I was pretty skeptical about. But I was pleasantly surprised! Although the process took too long at that point, the lime and urine stone deposits were completely removed."

We came to the right place with Ton because he believed in the product and collaborated with us on necessary improvements to make BubbleFlush successful within the professional cleaning industry. CSU provided test sites, allowing us to gather feedback and data for further product development. This collaboration ultimately led to BubbleFlush becoming an award-winning product.

Best Innovation in the Cleaning Industry

"After a successful test with a proof of concept, we invited TranZero to participate within our organization during the CSU Tell Me More days to create and test support for this concept within CSU. We did the same by submitting BubbleFlush for consideration in the CSU Innovation Award. In both cases, BubbleFlush won and was voted the best innovation by both the public and the jury. 'You should have seen those men, as happy as a child!' laughs Ton."



Benefits for Our Clients

"Based on the positive experiences and favorable market feedback, we decided to purchase 250 BubbleFlush units for an extensive field test in the first half of 2022. An external party conducted the Life Cycle Assessment (LCA) of descaling with chemicals versus working with the BubbleFlush. According to these figures, using the BubbleFlush at all CSU customers will result in a reduction of 45,000 kg of CO2 emissions per year.

Apart from helping our customers meet environmental goals by adopting the BubbleFlush, there are additional benefits. This cleaning method ensures the safety of our cleaners, eliminating the need to work with heavy acids. Moreover, with the increasing use of luxury floors made of limestone, the risk of damage from incorrectly used acids and subsequent damage reports for cleaning organizations is eliminated when cleaning with the power of water, as the BubbleFlush does.

Currently, more than 750 BubbleFlush units are in use within CSU, and by the end of 2023, this number will exceed 1,000. Some of our notable clients using the BubbleFlush include the municipalities of Schiedam, Rotterdam, and Amsterdam, Randstad, The Efteling, several hotel chains, Sport Club Feijenoord, Stadium De Kuip, Boskalis, and ING Bank.

Game Changer

"Our personnel receive clear instructions before using the BubbleFlush. The device is employed for daily and periodic cleaning of toilets, becoming an integral part of our 'chemical-free cleaning' package included in every tender and quotation. CSU takes pride in being part of the development of this innovation from the very beginning. The BubbleFlush is a true game-changer for us, enabling us to provide even more value to our clients."