



Customised Mould Management Solutions

→ Proactive, Safe & Cost-Effective Support for Social Landlords, Contractors, Developers & Lettings Providers



EcoThryve

Welcome to EcoThryve

Positive Action, Healthier Homes

At EcoThryve, we believe every property visit is a chance to make a home safer, healthier, and more comfortable.

Founded by Kevin Williams, who has worked in housing since 2005, EcoThryve brings together three decades of experience across both client and contractor sides of the sector.

Kevin's passion is simple: ensuring residents live in safe, healthy homes, where mould and damp are tackled early, and customer experience always comes first. Having spent 20+ years inside housing services, Kevin understands the pressures you face:

- **Balancing budget constraints with rising expectations**
- **Meeting new regulatory demands like Awaab's Law**
- **Reducing avoidable call-outs and disrepair risks**
- **Creating healthier homes and better outcomes for customers**



That's why EcoThryve is designed to make proactive prevention simple, affordable, and immediate, helping you:

- **Empower your teams to take safe action on every visit**
- **Stretch your budgets further**
- **Cut complaints and operational costs**
- **Provide lasting improvements for your customers**

"As someone who has worked shoulder-to-shoulder with frontline teams and supported thousands of tenants over the years, I created EcoThryve because prevention should be simple, safe, and part of everyday housing management. I genuinely care about the people living in these homes, and EcoThryve is built to make a difference."

Kevin Williams, Founder, EcoThryve

Hypochlorous acid

Why Hypochlorous Acid?

EcoThryve is powered by hypochlorous acid (HOCl) — a safe, natural, and highly effective biocide. HOCl is produced naturally by the human immune system to fight off bacteria and viruses.

Known as electrolysed water, it works quickly to destroy harmful pathogens on contact, while being non-toxic, pH neutral, and completely safe for use around people, pets, and food.

At **EcoThryve**, we use a high-purity HOCl formulation, with a 12-month shelf life, proven effective in all housing environments — from day-to-day repairs to void clearances and inspections.

EcoThryve is already trusted by:

- **Social housing providers**
- **Letting and property management companies**
- **New build developers**

It's not just fast-acting — it's preventative, helping you tackle mould and bacteria before they escalate into complaints or legal cases.

**LASTING
PROTECTION**



Housing Providers

A Safer, Smarter Choice

When it comes to tackling mould, odours, and bacteria, not all products are created equal.

EcoThryve is designed for social housing — safe, effective, and easy to use on every visit.

	EcoThryve	Alcohol	Household Disinfectant	Bleach
Active Ingredients	Hypochlorous Acid	Ethanol	Chloroxylenol	Sodium Hypochlorite
Anti-bacterial, anti-fungal, sporicidal & fungicidal	✓	✗	✗	✓
No harsh chemicals	✓	✗	✗	✗
No significant label warnings	✓	✗	✗	✗
Active ingredient produced by human white blood cells	✓	✗	✗	✗
Disinfectant, sterilant and sanitiser	✓	✗	✗	✗
No risk of alcohol poisoning or intoxication	✓	✗	✓	✓
pH neutral & nonsensitising to skin & eyes	✓	✗	✗	✗
Suitable for use around children, pets and food	✓	✗	✗	✗
Air sterilising	✓	✗	✗	✗
Deodorises naturally	✓	✗	✗	✗
Non-flammable	✓	✗	✓	✓
Hazards	NO HAZARDS	x3 HAZARDS	x1 HAZARDS	x3 HAZARDS

EcoThryve keeps your tenants safer, your homes healthier, and your teams protected — while reducing complaints and regulatory risk.

Trusted by social housing & property teams in the UK. Fast, Safe & Effective Protection for Every Property Visit

Kills 99.9999% of Bacteria & Viruses

Fast-acting protection that kills harmful organisms on contact.

Works in Seconds

Eliminates pathogens immediately perfect for quick visits.

No PPE Required

Non-hazardous formula — safe to use without protective gear.

Safe Around People, Pets & Food

Ideal for homes, communal areas, and kitchens.

Odour Eliminator

Destroys bad smells without masking — perfect for voids.

Multi-Surface Safe

Safe for hard and soft surfaces, with no staining or damage.

Long Shelf Life

12-month shelf life for reliable use across housing teams.

BS EN Certified

Tested and proven under strict EU and UK safety standards.

EcoThryve supports proactive housing management — empowering your teams to prevent issues before they escalate, helping meet the expectations of Awaab's Law and beyond.





EcoThryve

Preventative Mould Action



**NON
HAZARDOUS &
ODOURLESS**

Empower Everyone Who Visits a Home

Spot It, Kill It, Prevent It

EcoThryve allows any member of your team — operatives, housing officers, office staff or contractors — to take instant action on mould during any property visit.

Safe and Simple

No PPE, no hazardous chemicals, safe for use in occupied homes — on walls, ceilings, kitchens, bathrooms and communal areas.

Prevention That Protects Tenants and Your Organisation

Cut future complaints and disrepair claims by treating issues before they escalate, aligned to the aims of Awaab's Law.

Quick, Visible Results

Kills in seconds, eliminates mould and odours, leaves homes feeling fresher immediately.

A Simple Step That Saves Time and Money

Equipping your teams with EcoThryve means every visit reduces risk, cuts costs, and supports healthier living conditions for tenants.



Healthier, Safer Homes

Creating Cleaner, Safer Living Environments

EcoThryve helps housing providers take simple, effective action to create healthier, safer homes and reduce the risk of mould outbreaks escalating into Awaab's Law cases.



Every visit to a property is a proactive opportunity.

By equipping repairs operatives, housing officers, office-based staff, and contractors with EcoThryve, you empower them to:

- **Treat minor mould and odour issues immediately — improving living conditions on the spot.**
- **Spot and report properties showing signs of medium or high-risk mould, enabling your teams to log follow-on works or inspections before cases become serious enough to trigger regulatory intervention.**
- **Embed a culture of early intervention, helping meet your responsibilities under Awaab's Law and reducing costly complaints and legal action.**

EcoThryve works within seconds, requires no PPE, and leaves no harmful residues, making it safe for:

- **General needs homes, supported accommodation, and family properties**
- **Kitchens, bathrooms, and bedrooms**
- **Voids and communal areas**
- **Sensitive environments with children, older people, or vulnerable tenants**

By treating issues at the earliest opportunity and escalating riskier cases, EcoThryve supports a preventative, responsible approach to mould management, protecting both tenants and housing providers.

*Find it. Treat it. Escalate it.
Prevent the next Awaab's Law case.*

Mould Prevention

Complete Mould Prevention Across Your Housing Stock



POWERFUL PROTECTION FOR:

Social housing providers

Letting management companies

New build companies



EcoThryve provides a fast, simple way to tackle mould, odours, and bacteria in any property — helping landlords and housing providers deliver safer, healthier homes while reducing complaints and legal risk.

Whether your teams are attending occupied homes, preparing a void for re-let, or completing a routine tenancy inspection, EcoThryve offers on-the-spot action that prevents small issues from becoming expensive problems.

Where EcoThryve Makes a Difference:

Repairs Visits — treat low-level mould during any job to leave properties safer and fresher for tenants.

Voids and Re-lets — ensure every property is presented to a high standard, reducing turnaround times and costs.

Tenancy and Welfare Visits — enable non-technical staff to address minor outbreaks, escalating higher-risk cases for follow-up.

Communal Cleaning Cycles — safely refresh stairwells, bin stores, and shared spaces without disruption to residents.

****Safe, non-hazardous, and easy to use** — EcoThryve helps embed a culture of prevention and early intervention, reducing the risk of damp and mould escalating into Awaab's Law cases.

The EcoThryve Approach

A Simple Model to Prevent Mould Escalation Environments

At EcoThryve, we believe in empowering housing providers to take preventative action on every visit — stopping damp and mould issues from escalating into complaints, disrepair claims, or Awaab's Law cases.

1

Spot It

Identify mould, damp, or odour during any visit — whether repairs, tenancy inspection, communal cleaning, or welfare check.

2

Treat It

Use EcoThryve to safely eliminate low-level mould on the spot. Instant action improves property condition, removes risk, and reassures tenants.

3

Escalate It

Where mould appears more widespread or high-risk, staff report it back through internal systems, enabling landlords to raise follow-on works, inspections, or specialist treatments before escalation.

4

Mould First Aid Kits - EcoThryve

- **Safe, non-toxic mould treatment spray**
- **Cleaning accessories (cloths/brushes)**
- **Clear reporting guidance for higher-risk cases**
- **Simple how-to-use guide for housing staff**
- **Optional bespoke guides and literature to suit your team**

EcoThryve removes excuses for inaction. With easy ordering, direct-to-site delivery, and no need for PPE, housing teams can improve homes on every visit while reducing future complaints and legal risk.

EcoThryve — Supporting a culture of prevention, responsibility, and healthier homes.

Direct-to-Customer (DTC) Model

Fast, Proactive, and Personalised Support

How It Works

Not every mould case needs an appointment. EcoThryve provides housing providers with a recordable, preventative action that empowers tenants to safely manage minor outbreaks, while offering a clear audit trail for regulatory compliance

1. Tenant Reports Mould

Your tenant reports mould to your repairs line, housing officer, or customer services.



2. Quick Triage

Your team uses a triage script or video assessment to determine if it's a low-risk, localised case suitable for self-treatment.



3. DTC Order Placed

A Direct-to-Customer order is placed with EcoThryve.

- No appointment booked — Immediate action taken.



4. Kit Shipped to Direct Tenant

- Tracked delivery, direct to tenant within 2–5 working days.
- Optional next-day delivery for urgent cases.
- Includes: EcoThryve treatment spray Brush, cloth, application accessories Step-by-step user guide, video guide links, Custom-branded literature – your logo, your colours.
- Tailored tenancy reminders.

5. Action Recorded/Evidenced

- DTC action is logged on your systems.
- Proactive support is evidenced, demonstrating your commitment to early intervention and Awaab's Law compliance.



Empowering Tenants to Act —
A Proactive, Customisable Solution
That's Easy to Record

Why Housing Providers Choose EcoThryve's DTC Model

- Faster resolution for tenants
- Less demand on frontline repairs
- Clear evidence of proactive, supportive landlord behaviour
- Custom-branded kits, tailored to your housing policies
- Lower complaint volumes and fewer disrepair claims

Built Around Your Needs

Reliable Delivery, Flexible Ordering



EcoThryve offers simple, flexible supply options to meet the needs of housing providers, contractors, and frontline teams — whether you need quick access to individual bottles or bulk orders delivered to site.

Multiple Ways to Stock EcoThryve:

Builders Merchant Pick-Up

EcoThryve individual bottles are stocked in major builders merchants, making it quick and easy to pick up additional stock on demand.

Direct Bulk Orders

For larger volume requirements, order direct with EcoThryve:

- **Typical 2–4 week turnaround on bulk orders**
- **Tracked delivery straight to depots, sites, or offices**

Customised Kits

Branded and bespoke mould first aid kits, tailored to your organisation and including your tenancy materials, are available on 2–4 week lead times (subject to volume).

Direct-to-Customer (DTC) Model

Ship kits direct to tenants through our fast, secure delivery service — reducing appointments and supporting self-management of minor cases.

Tracked, Sustainable Deliveries:

Tracked delivery with UK-wide coverage
Secure, recyclable packaging
Multi-site and split deliveries supported

Fast pick-up, direct-to-site, or customised to your brand — EcoThryve delivers how you need it, when you need it.



Breaking The Mould.

*Book a discovery call to
see how **EcoThryve** can
support your organisation*

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