



altro

the future is safer with altro



Altro interior solutions for Hospitality



Altro™ safety flooring & Altro Whiterock™ hygienic walling
Industry sector: Hospitality
BR0000004 September 2014

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So why Altro?

We love inventing things. Safety flooring and hygienic wall cladding systems are two of our most famous innovations. We're devoted to sustainability, recycling and reusing our products. Family owned and run, we share family values; we care about you, each other and what we do.

In the most demanding environments, you need hygiene and safety with long-lasting resilience. Altro integrated flooring and wall cladding offer just that. And more; they're good looking too and will retain their looks for life. So once you create a modern and practical interior for your customers and staff, you know they will be provided with the highest of safety and hygiene standards year after year.

Safety

Safety matters. It's at the heart of everything we do. We invented safety flooring back in 1947 and we're still passionate about it. We love pioneering different safety flooring solutions with sustained slip resistance for the lifetime of the product. In wet and/or dry environments, wearing shoes, boots, slippers, trainers, or barefoot, Altro have Slip resistance taken care of.

As long as you're safe, we're happy. We're dedicated to safety in other ways too, making sure that your future really is safer with Altro! Our hygienic wall cladding systems help keep you safe by giving bacteria nowhere to hide. We're a family run business that's been going strong since 1919, making sure your investment in Altro is safe too.

Hygiene

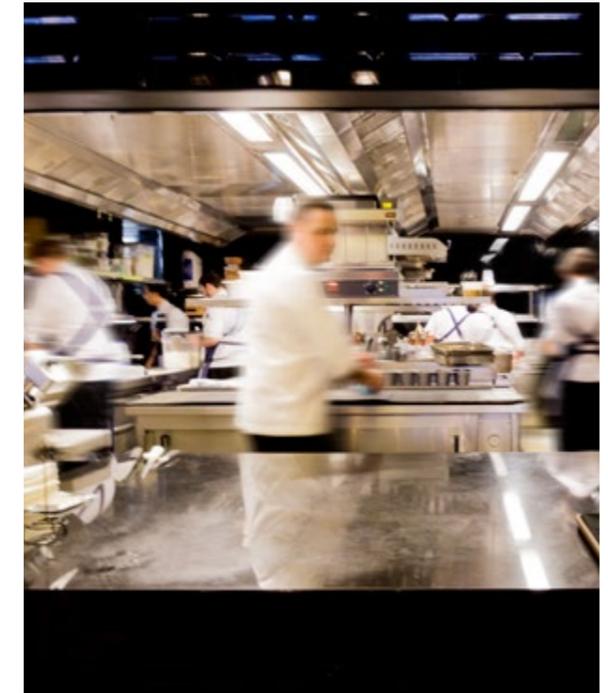
Hygiene is about the total environment, from floor to ceiling. It's about how we produce our products: the technologies we use and the properties of our ranges. We have designed a fully integrated system to make cleaning and maintenance easier for you. This system features surfaces that are watertight and fully sealed around fixtures and fittings. The sort of detailing that bacteria and micro-organisms just hate! This system means you can rely on us to help you maintain the strictest levels of hygiene and infection control. It means that you will enjoy the long-lasting hygiene performance of our products, which won't let you down and is just one of the ways in which your future is safer with Altro.

Sustainability

Sustainability drives the choices we make. It starts with the raw materials we choose to go into our products; environmentally friendly raw materials which enable us to produce phthalate-free construction vinyl flooring containing bio-plasticisers. Our commitment to sustainability enabled us to become the first manufacturer to recycle traditional safety flooring in-house and led to us being first to market 100 per cent recyclable and reusable safety flooring post-installation, which took the flooring industry by storm. Our Steps to Sustainability programme is our holistic approach to managing sustainability issues. They represent just some of the ways in which we strive to make your future and the environment safer with Altro.

The Altro promise

We place our customers first in everything we do and encourage collaborative working between Altro colleagues and our customers. We are a family run business and share these family values not just with each other but with our customers too. That means we care strongly about our customers, each other, our work and the environment. We are committed to being a high performance flooring and wall cladding supplier in all aspects of supply, service and support for you. This starts with your initial enquiry and then continues through installation. Afterwards, we're still there to listen to you, help you, whatever your query.



Ensure proper safety and hygiene

Altro flooring and wall cladding a unique package solution

Food and drink preparation and production areas can spell danger. Just picture what can end up on the floors and walls. Grease, fat, cooking oil, flour, baking powder, food particles... and the occasional chopped carrot! You need to make sure that everyone from the canning manager on the night shift to the four-year-old sitting down to lunch is safe and that the food is safe to eat. Altro's sustainable flooring and wall cladding systems provide long-lasting safe and hygienic surfaces for wet, dusty and greasy conditions. You can combine them to great effect in visually striking eating areas, functional factories or practical and comfortable serveries.

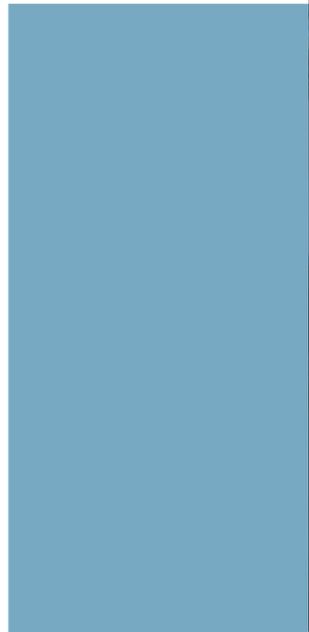
Employers have a responsibility to everyone using their kitchen or industrial catering area.

Every food business operation must ensure that food safety is never compromised. The layout, design and construction of food premises must prevent the accumulation of dirt and the shedding of particles. Floors must have impervious, non-absorbent and washable surfaces. All floors, walkways and stairs must be safe for employees or clients.

The World Health Organisation reports that the most frequent route of infection transmission in the healthcare industry is indirect contact.

Clean surfaces remove the breeding-ground for most bacteria. A thorough cleaning and disinfection regime to combat the spread of infection can be supported by impervious and easy to clean surfaces. It is important that equipment and surfaces should be designed for ease of cleaning and be made of materials that won't harbour micro-bacterial growth. That's where we can help.

Altro products take care of these issues creating an impervious, durable, easy to clean and safe environment for all.



Altro Safety Flooring

Altro's extensive range of HACCP* approved safety flooring exceeds the latest safety and hygiene regulations offering unrivalled slip resistance and the safest flooring environment possible. * Hazard Analysis and Critical Control Points, international risk management system for food safety

- Impervious flooring with watertight, unobtrusive jointing
- Coved installations for rounded corners giving bacteria nowhere to hide
- Slip resistant, even when wet, dusty or greasy
- Slip resistance levels up to R12
- Includes Altro Maxis Easyclean™ Technology
- Altro compatible drainage system available
- Impact, chemical and spillage resistance
- Flexibility to accommodate some floor movement
- Proven durability, installations that have stood the test of time
- Supreme comfort underfoot
- Sound insulation properties to reduce noise



Altro Whiterock

Altro Whiterock PVCu walling systems provide a decorative and practical alternative to ceramic tiles traditionally used in kitchens. Correctly installed, Altro Whiterock prevents water ingress through to the substrate, thus preventing structural damage. Altro Whiterock is HACCP approved and can be hygienically finished around fixtures and fittings, such as window and door reveals, and as there is no grout involved, the risk of contamination is dramatically reduced.

- Hard to chip or crack unlike traditional ceramic tiles
- Smooth, impervious
- Fully bonded to the substrate, leaving no voids
- Thermoformed corners for added hygiene and ease of cleaning
- Gives your work area fresh appeal
- Minimal installation downtime; can be laid over most sound substrates and ceramics
- Available in a range of colours and finishes
- Grout-free
- Pencil round corners for easy maintenance
- Can be wiped clean with mild detergent
- Can be hosed down, pressure washed or disinfected
- Highly durable and virtually maintenance free, so it's cost effective too
- Impact and chemical resistant

Altro Digiclad™

Altro provide a digitally printed design facility giving you the option of bespoke design on your surfaces. This is achieved by reproducing a photographic image over a whole wall. Using Altro Whiterock as its medium, the hard-coat technology of Altro Whiterock Digiclad™ has scratch resistant properties for added surface protection.

So you can now add striking images to your interior surfaces without compromising on hygiene or durability. Whether you want to add inspiring backdrops to your interior walls or simply display your company logo, Digiclad delivers a stunning high gloss or satin finish every time. And because it can also be CNC routed Digiclad provides the perfect opportunity to create innovative designs that are distinctive and unique.





Eliminate damaged unhygienic surfaces

Altro flooring and wall cladding for commercial kitchens

It is essential for any food service environment to meet the highest standards of safety and hygiene.

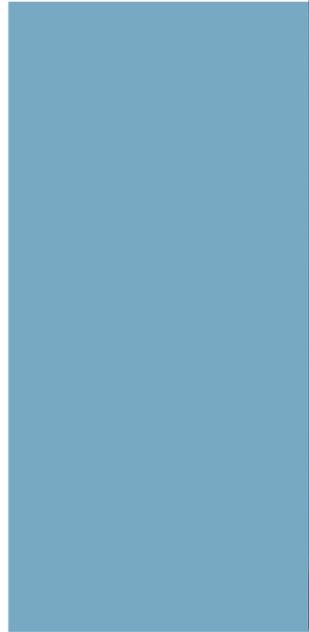
When it comes to health and safety a busy kitchen can be vulnerable to a variety of issues. With Altro interiors you can be sure you have all the boxes ticked by your health and safety department.

As the inventors of safety flooring Altro offer excellent slip resistance in all types of environments including wet and greasy conditions where frequent spillage is likely. Match this with Altro Whiterock and you have a hygienic, easy to clean and safe environment.



"HACCP International endorses the use of Altro interior surfaces in a food handling environment because we are confident they

are more hygienic than many alternative materials such as ceramic tiles, which are prone to cracking. Altro internal surfaces are easily cleaned and maintained in a sanitary condition." **Martin Stone, Director, HACCP International**



Altro Whiterock wall protection

Today's hygiene regulations demand safe and hygienic environments for both employees and guests to catering businesses. Tiles can look great but there is more to hygiene than meets the eye. Ceramics can get damaged, allowing contaminated water to penetrate. This not only leaves unsightly stains but creates a breeding ground for bacterial growth. Grout lines are particularly vulnerable and even epoxy grout is susceptible. When up to 20% of a tiled surface is grout, there are real risks to health and safety.

With Altro, these issues are well taken care of. As a decorative and practical alternative to ceramic tiles, our wall coverings are durable, impervious and impact resistant, with smooth and easy to clean surfaces. There's no grout involved with our products and the finish leaves dirt and bacteria with nowhere to hide.

Our products are also impact and chemical resistant, and therefore will never wear out or crack like ceramics. As a result, businesses can enjoy reduced maintenance and lower long-term costs, with a significantly reduced risk of contamination or closure. All this makes it perfect for use in any catering area.

Altro case study

Rock Pool Restaurant

With celebrity chefs and the latest TV cooking shows setting the trend for high end restaurants with kitchens on show to customers, it's vital that interior surfaces look as stunning as the food.

The famous Rock Pool Restaurant recently relocated and they required top quality products for the new kitchen that combined functionality with design.

Kitchen designer Chris Love knew Altro Whiterock Chameleon in black was the perfect solution for the kitchen. It combines a stunning, glossy finish with all the practicality and high performance of Altro Whiterock.

"After working with Altro Whiterock on a number of projects I knew the Chameleon range would be perfect for the new Rock Pool kitchen. It has a high end look but still provides a smooth, durable, watertight and wipe-clean surface. The end result looks fantastic"

Chris Love, Owner - Chris Love Design



Altro case study

The Hilton Hotel

Water underfoot is treacherous enough – add grease, oils and fats, and you've got a dangerous environment. So, for The Hilton's new kitchen it was essential to select flooring that will help catering staff do their job safely.

Altro Walkway 20/VM20 was specified for the service corridors and Altro Stronghold 30/K30 was installed in the main kitchen. The two products work well together providing a safe environment for all.

A range of Altro products are homogeneous offering long term durability with the slip resistance maintaining throughout the lifetime of the flooring. With Altro's long warranties, The Hilton Hotel can rest easy knowing they have a long term solution that will stand the test of time.



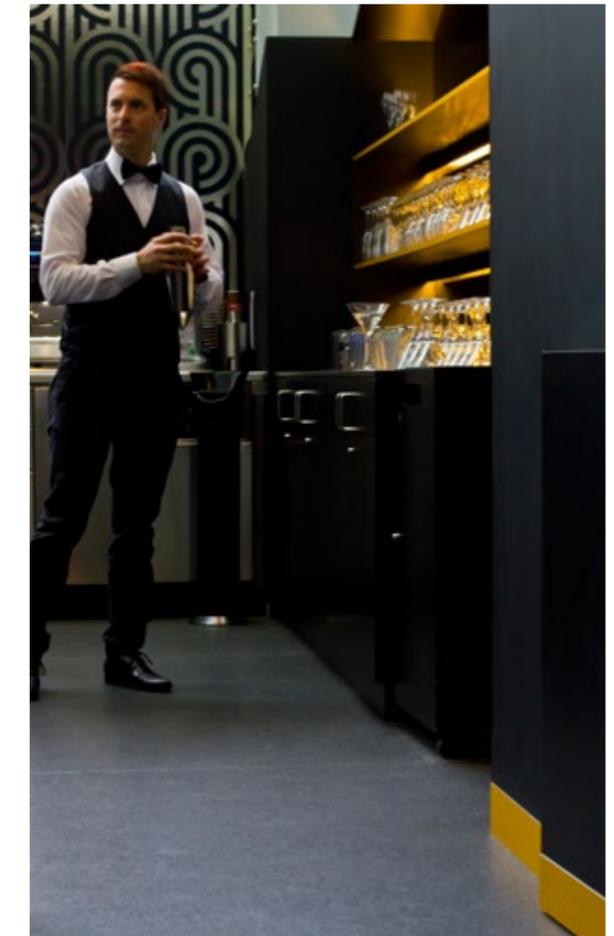


Altro case study

Melbourne Museum 50 years of Bond exhibition

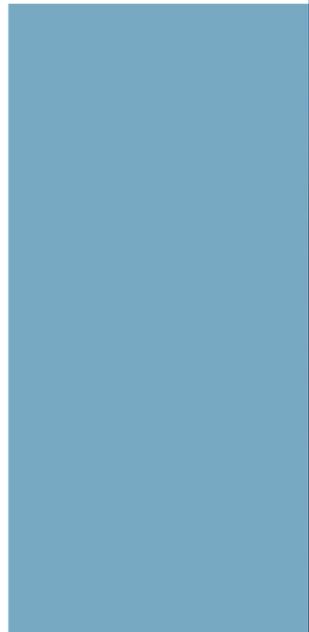
With the 50 years of Bond exhibition coming up Melbourne Museum needed a safety flooring solution that looked sleek, provided safety underfoot, and was quick and easy to install. As it was a temporary display the floor also needed to be removed quickly.

Altro's revolutionary XpressLay safety floor offered the perfect solution. Altro XpressLay is the first safety flooring which can be installed without the



use of adhesive, making it extremely quick, easy and clean to install. Plus with a slip resistance value of greater than 36, it offered the necessary protection from slips and trips needed for such a high footfall area.

Altro XpressLay not only offered a fast track solution, that could easily be removed, without damaging the permanent floor, but it also had the advantage of being recyclable at the end of its life.



Altro case study

The Phoenix Club

The Phoenix Hotel in Point Cook Melbourne is a bistro style dining and sports bar facility. Recently undergoing renovations the hotel has been transformed.

The kitchen has also undergone a complete refurbishment and the aim was to create a modern and functional new kitchen area. Altro were recommended for the job and they are more than happy with the results.

Altro Stronghold 30 is a 3mm-thick flooring designed for safety in wet and greasy conditions where frequent spillage is likely, so it is ideal for commercial kitchen use. Boasting Altro's highest rating for slip resistance, it also offers long-term durability and ease of cleaning as well as added noise reduction, comfort and strength underfoot.



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Would you like to know more?

Request an information pack below and we'll post one out to you.

Name: _____

Company: _____

Phone: _____ Email: _____

Would you like to be added to our mailing list? Yes No

Address: _____

Suburb: _____

P/C: _____ State: _____

Please return the form by fax: 03 9764 5655 or email info@asf.com.au.
Alternatively call 1800 673 441 to speak to a consultant.