

# Welcome to Altro

We think big at Altro – and we are globally big in premium flooring and wall cladding systems for construction and transport. We love inventing things. Safety flooring and hygienic wall cladding systems are two of our most famous innovations.

We really enjoy working in partnership with you, pioneering new technologies and products. You've told us you enjoy it too. 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. We're passionate about creating a great experience for you wherever you are in the world.

Call us, we'd like to say "Hi", "Hola" or even "你好" and show you why the future is safer with Altro.

## Altro at the Olympics: **winning solutions for world class installations**

Over 60,000m<sup>2</sup> of sustainable  
Altro safety flooring  
were specified for the Olympics

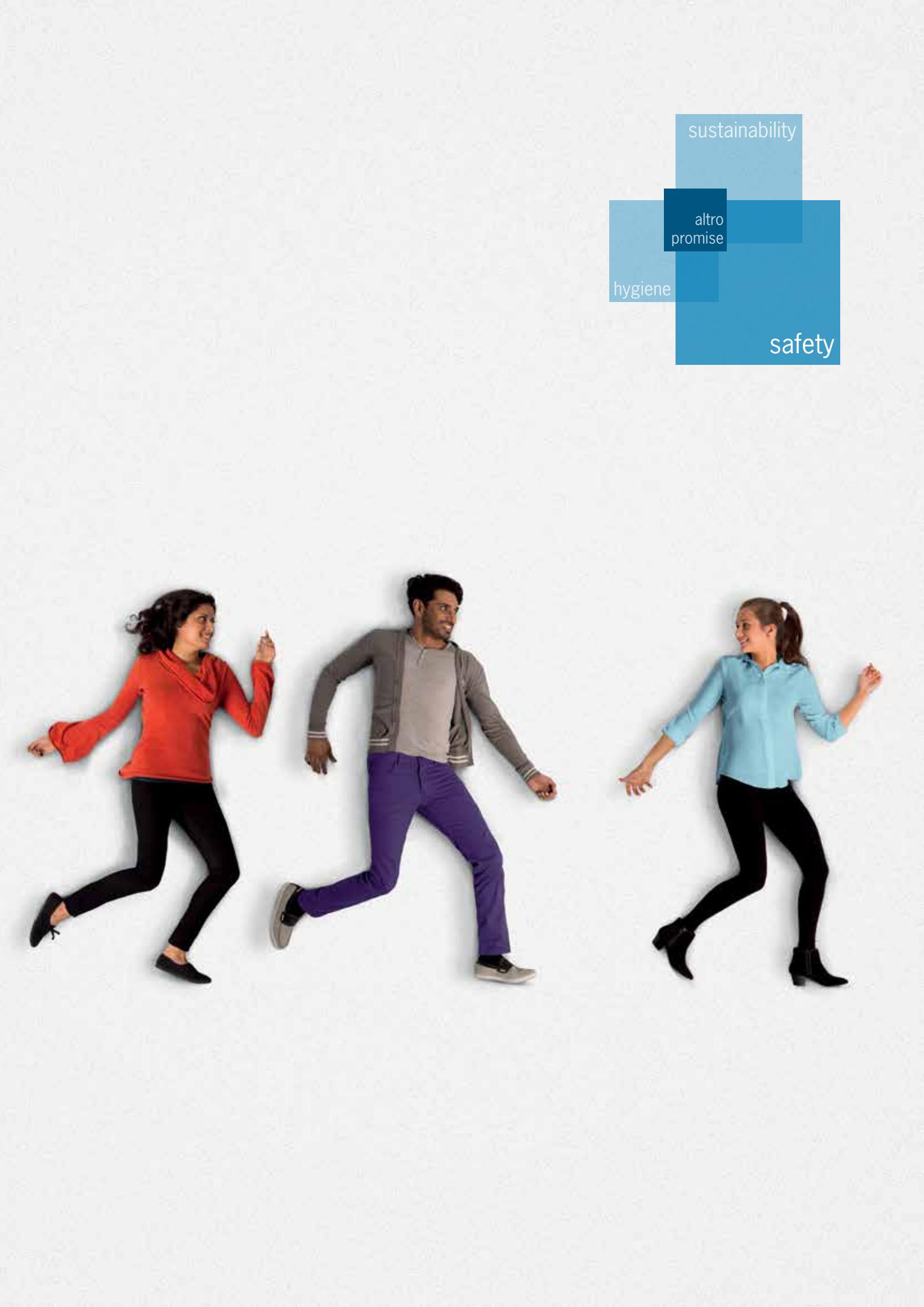


# Safety

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 dry, in shoes, boots, slippers, trainers or barefoot, we've taken care of it. As long as you're safe, we're happy.

We're dedicated to safety in other ways too, to help make sure that your future really is safer with Altro. Our hygienic wall cladding systems help keep you safe by making it difficult for bacteria to hide. Our resins help keep the champions of industry safe. We're a family run business that's been going strong since 1919, making sure your investment in Altro is safe too.

**It's our mission to keep your slip risk level to  
one in a million**



sustainability

altro  
promise

hygiene

safety



# Why safety?

Not all safety flooring is as safe as Altro's. Some floorings have only a thin slip-resistant coating or emboss, which can easily wear away. Some floorings only provide slip resistance in dry conditions.

Sustained slip resistance in both wet and dry conditions is critical to combat the nearly 37.5 million reported major injuries from falls worldwide each year. Our unique, patented safety flooring construction incorporates slip-resistant particles throughout the wear layer. And this forms a durable surface that's slip-resistant in both wet and dry for the lifetime of the product.

Because we take safety so seriously, we develop Altro safety flooring to exceed current regulatory requirements and provide sustained slip resistance for life.

Our safety flooring doesn't just protect the people who use it, it also protects those responsible for the health and safety of their employees and visitors.

**37.5  
million falls**

Slips, trips and falls are the most common cause of injury in the workplace. Nearly 37.5 million falls worldwide require medical attention each year.

**424,000  
people**

Each year an estimated 424,000 people die from falls globally.

**Falls: global  
concern**

Falls are the second leading cause of accidental or unintentional deaths from injury worldwide.

A close-up photograph of a woman lying on her back in a field of bubbles. She has long, wavy brown hair and is smiling broadly, showing her teeth. Her eyes are looking directly at the camera. The background is a soft-focus green field, suggesting an outdoor setting like a park or garden.

A thin layer of water,  
just a tenth of a human  
hair's thickness,  
can prevent contact  
between shoe and floor  
and cause an accident

# Testing and measuring

At Altro, we go above and beyond what's legally required, to deliver safety flooring you can count on for its entire lifetime. We don't just meet existing test standards, we're raising the bar and pioneering new, rigorous testing protocols.

We believe that the best way to measure slip resistance is using the Pendulum Test, which is preferred by the Health and Safety Executive. It has several advantages over the Ramp Test, the biggest being that it can be used to measure in situ floor coverings – making it the only method that tests sustained slip resistance. And, Ramp Tests are carried out on pre-installed ex-factory materials and don't measure slip resistance after a few months when a floor's coating may have worn off.

We've gone even further than this, investing in additional tests to prove that our products consistently deliver to the highest standards. We insist on testing a product when it's already installed – the only way to accurately measure its true performance. It's a pioneering approach that gives you complete peace of mind.

## Pendulum Test

(BS7976) measures the slipperiness of a wet floor. The Pendulum Test gives a Pendulum Test Value (PTV). ≥36 denotes low slip potential.

Altro safety flooring exceeds the ≥36 rating indicating the lowest potential for a slip.

## European test EN 13845

This counts particles after wear to give a measure of sustained slip resistance. 50,000+ cycles are awarded top classification 34 / 43, classed as 'very heavy commercial / heavy industrial'.

Altro safety flooring passes 50,000+ cycles.

## Ramp Test (DIN 51130)

This measures the angle at which a pedestrian slips on an oil-covered ramp.

The range is from R9–R13, with R9 indicating the least slip resistance.

Altro safety flooring is R12 and below.



Only Altro have  
gone the extra  
mile to make  
sure your risk  
of slipping is  
**one in a million**

## SATRA Pedatron Test

This test mimics reality by measuring  
the effect of one million steps  
on a confined area of flooring.

Altro's results indicate sustained slip resistance.

# Why Altro safety flooring?

Our products are unique. We invented safety flooring and our pioneering spirit guides everything we do. We're proud of the string of industry firsts to our name, and we're the only manufacturer to put sustainability at the heart of our product design.

We never stop improving. Right now, we're investing in new technologies to deliver more groundbreaking products that benefit our clients, their customers and our planet. And quality always comes first; we spend years perfecting each product before delivering it to market, and we work hard to ensure the highest standards at every level.

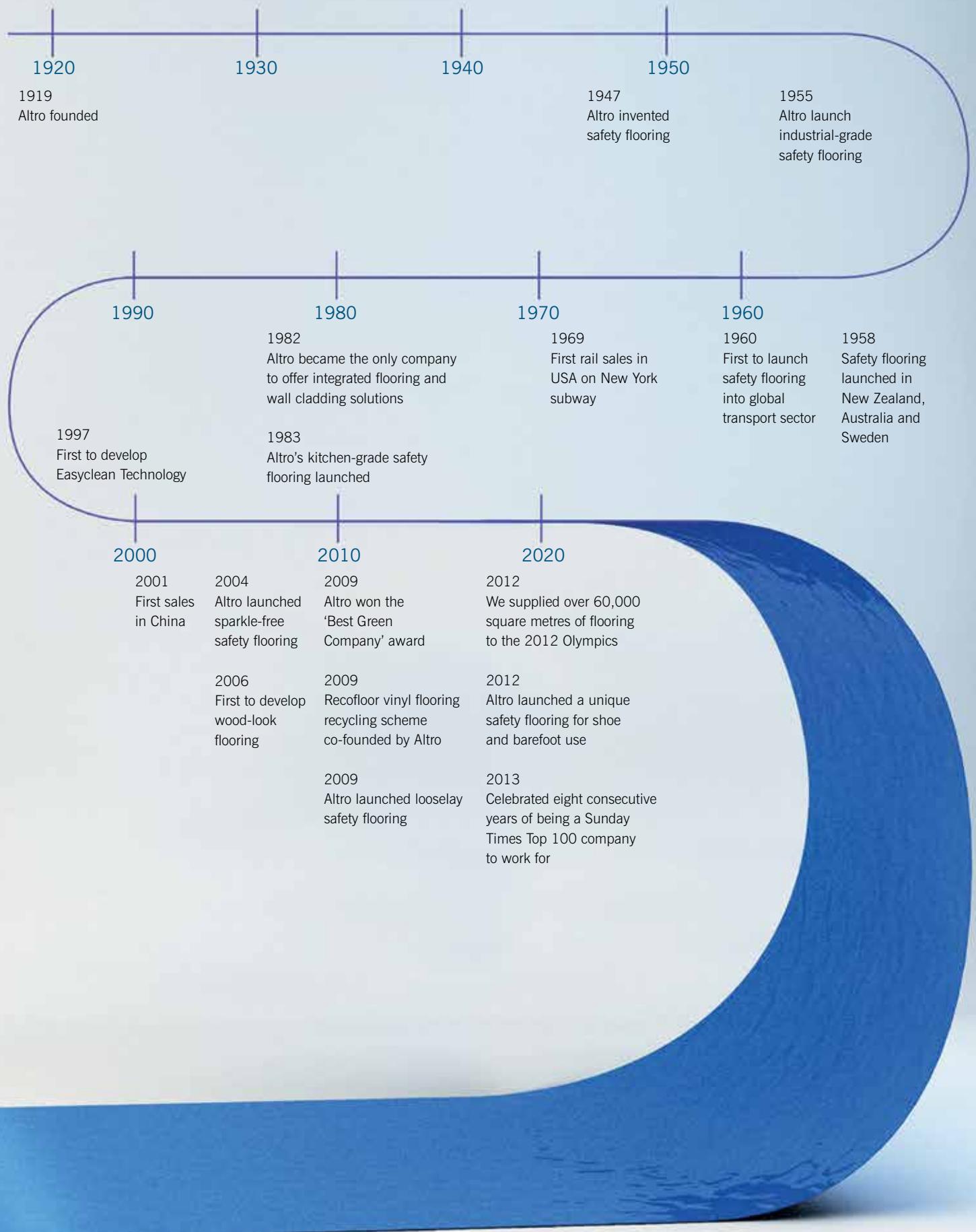
We test vigorously and we're even championing more rigorous testing and greater transparency across our industry – so everyone benefits.

The traditional and new generation manufacturing methods we use both have one thing in common – the slip-resistant particles in our safety flooring are found throughout the entire wear layer, providing sustained slip resistance for the lifetime of the product.

1947

**Altro invented safety flooring**

The story continues...



# Hygiene

Hygiene is about the total environment, from floor to ceiling. It's about how we create 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. Its surfaces are watertight and fully sealed around fixtures and fittings, the sort of detailing that bacteria and micro-organisms just hate, and will 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, and is just one of the ways in which your future is safer with Altro.

High performing, long-lasting,  
hygienic products **which won't let you down**

A photograph of a man in a light blue lab coat and maroon trousers running towards the right. He is carrying a dark blue folder or book. In the background, a woman in a grey long-sleeved top and red leggings is juggling several items: a whisk, a green apple, a red apple, a green pear, a tomato, a roll of paper towels, a bunch of broccoli, and a small bouquet of flowers. The scene is set against a plain white background.

safety

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promise

sustainability

hygiene

# Hygienic systems

The European Centre for Disease Prevention and Control estimates that over 4 million patients are affected by around 4.5 million healthcare associated infections in Europe each year. These infections account for 37,000 attributable deaths. That's why we care so much about hygiene. That's why we're so passionate about developing a hygienic system that keeps on delivering in the most demanding environments.

We were the first company to innovate a complete system of compatible wall cladding and flooring. As the system is fully integrated, it fits together perfectly to provide a hygienic, watertight covering. No gaps or rough edges, just a smooth, uninterrupted surface – even around plug sockets, light switches and corners. As well as offering the best possible protection against bacteria and vermin, this makes cleaning easy too.

## A sealed environment

A hygienically sealed system of walls, doorsets and flooring – airtight and watertight all over.

## System integrity

Joints and junctions are key to system integrity. Altro products offer smooth and secure joining methods that prevent the ingress of dirt and moisture.

## Easy to keep clean

Altro products are non-porous and non-shedding, so nothing can get in or out. And because they have high impact resistance, damage that can trap bacteria is unlikely.



First and only company  
to innovate a complete  
integrated hygienic wall  
cladding and flooring system

# Hygienic materials

Impermeable, easy to clean and tough enough to take hard knocks day after day. That's what hospitals, kitchens and other working environments demand – and that's what every Altro safety product delivers. Our wall cladding and safety flooring are specifically designed to meet today's hygiene regulations, giving our customers complete peace of mind. We only use the finest raw materials, with stringent quality control measures that guarantee high standards and consistency.

## Resistance

Resistant to water, chemicals, staining and odours, Altro products are easier to keep clean.

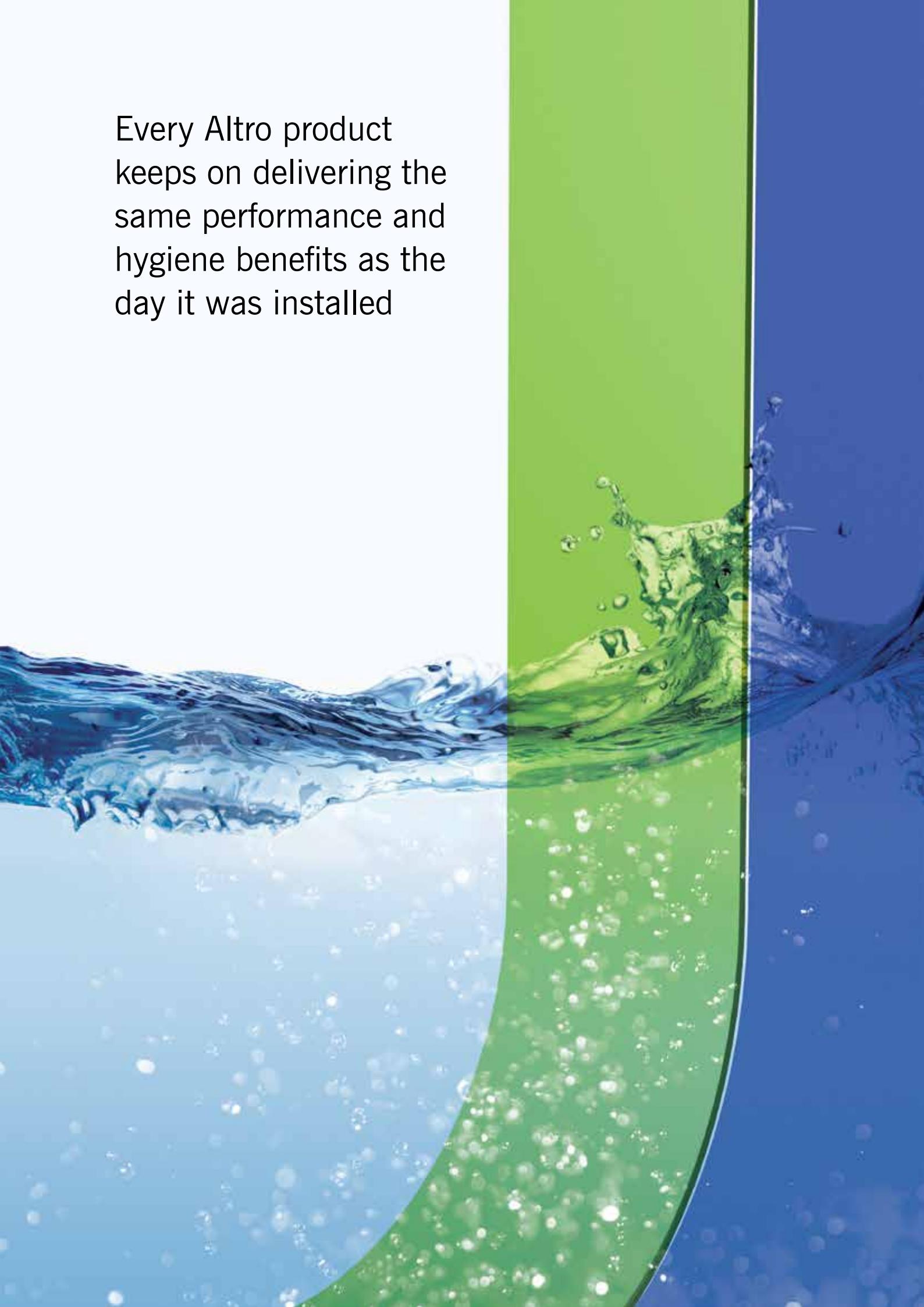
## Hygiene

Altro products are a hygienic alternative to tiles, carpet, wood and linoleum, with no grout, unsealed joints or fibres to trap dirt.

## Toughness

High impact resistance means no damage that can trap bacteria, making Altro products easier to keep clean.

Every Altro product  
keeps on delivering the  
same performance and  
hygiene benefits as the  
day it was installed



# Maintaining safety and hygiene

Our flooring, hygienic wall cladding and doorsets are developed to support the cleanest of environments. They perform exceptionally well, and will carry on doing so for the lifetime of the installation.

Altro wall cladding and flooring are so popular because they're safe, hygienic and durable. And to make sure they stay that way, it's important to clean them for the lifetime of their installation, something we've made as easy as possible. Altro products are often used in environments where high standards of cleanliness are very important, but hard to maintain due to constant use.

## Healthcare

Altro products are resistant to chemicals and designed to withstand tough cleaning regimes for infection control.

## Transport

We can provide a robust, hard wearing surface that resists odours and chemicals and has little chance of damage that can trap dirt and bacteria.

## Food preparation

Altro safety flooring and hygienic wall cladding are HACCP-approved and meet European regulations for hygiene and ease of cleaning.



We pioneered  
Easyclean Technology  
and continue to push  
the boundaries in  
hygiene and cleanliness

# Sustainability

Sustainability drives the choices we make. It starts with the raw materials we choose to go into our products: environmentally-friendly raw materials that enable us to produce phthalate-free vinyl flooring containing bio-plasticisers. Our commitment to sustainability made us the first manufacturer to recycle traditional safety flooring in-house and led to us being first to market 100% 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. It represents just some of the ways in which we strive to make your future - and the environment - safer with Altro.

We make your future - and your  
environment - **safer with Altro**



hygiene

altro  
promise

safety

sustainability

# Taking responsibility

We recognise that sustainability is about being both environmentally and socially responsible, while also taking economic impact into account. So, as well as pioneering new recycling processes to reduce waste, we're also engaging with our local community through apprenticeships, and school and university visits. And as well as operating a zero-waste-to-landfill policy for our PVC products, we're proud to have our manufacturing base in the UK, creating national employment opportunities and supporting our local economy as well. We're fully committed to honouring our environmental and social responsibilities, while continuing to provide long term, sustainable and safe flooring and wall cladding solutions too.

## Ingredients

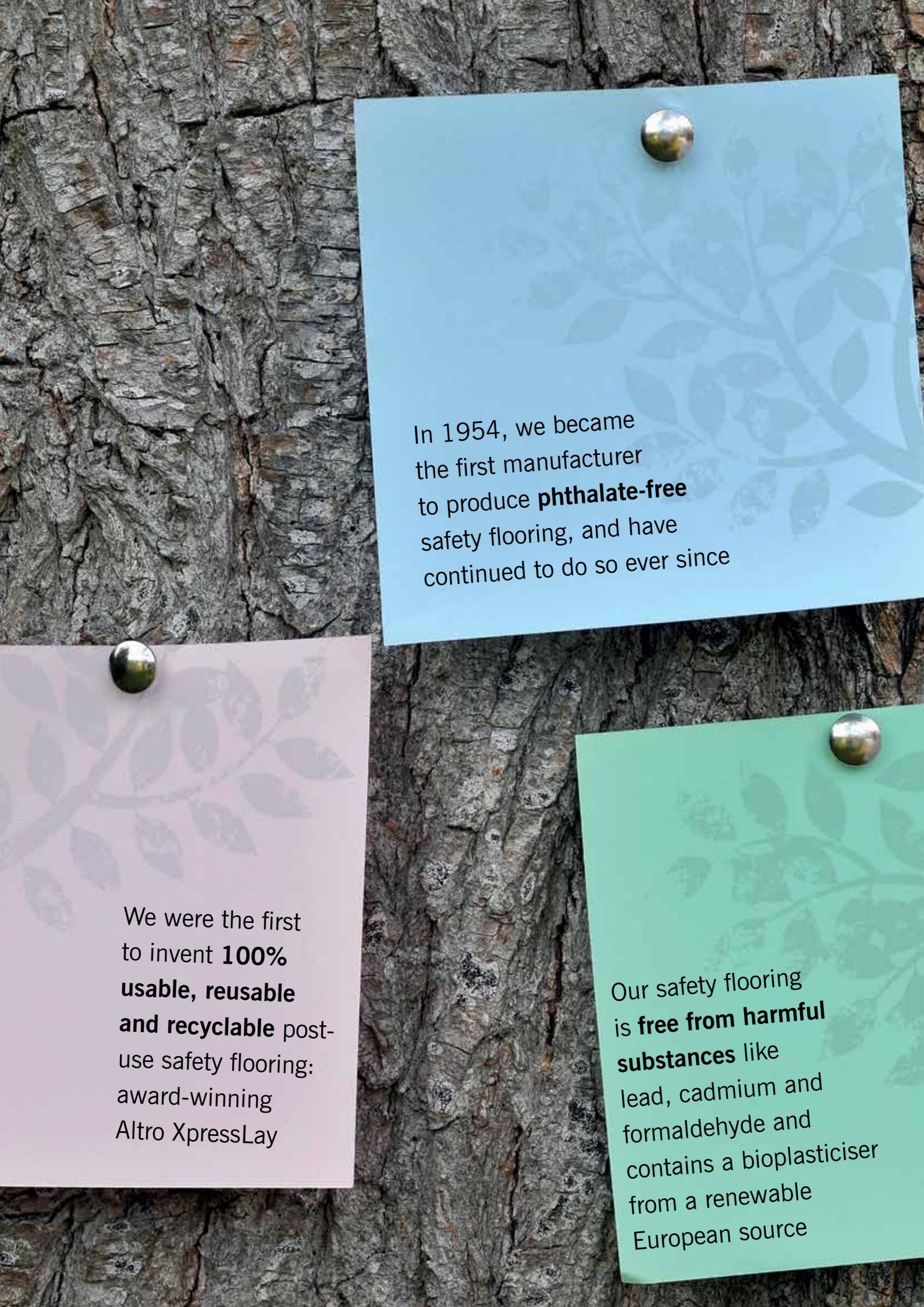
PVC is made from 57% salt and 43% oil, with global PVC production accounting for just 0.3% of the world's oil consumption.

## Low carbon footprint

PVC takes less energy to manufacture than rubber, linoleum and wood-based products. It can be recycled many times over, without compromising its physical properties.

## Indoor air quality and VOCs

Altro safety flooring complies with international indoor air quality schemes, and does not generate significant amounts of VOCs.



In 1954, we became the first manufacturer to produce **phthalate-free** safety flooring, and have continued to do so ever since

We were the first to invent **100% usable, reusable and recyclable** post-use safety flooring: award-winning Altro XpressLay

Our safety flooring is **free from harmful substances** like lead, cadmium and formaldehyde and contains a bioplasticiser from a renewable European source

# Resource efficiency

At our manufacturing base, we're committed to using resources efficiently and are actively reducing waste, energy and water consumption, and implementing closed-loop recycling processes. We've operated a zero-PVC-waste-to-landfill policy since 2014 by investing in, and installing, the world's first safety flooring recycling system. Altro are one of two founder members of Recofloor™, the industry's vinyl take-back scheme which collects vinyl off cuts and diverts them from landfill. Since the launch of the scheme in 2009, Recofloor has diverted over 2,500 tonnes of waste vinyl flooring from landfill. We also set up Recowall™, the UK's first wall cladding recycling scheme.

## Recyclable

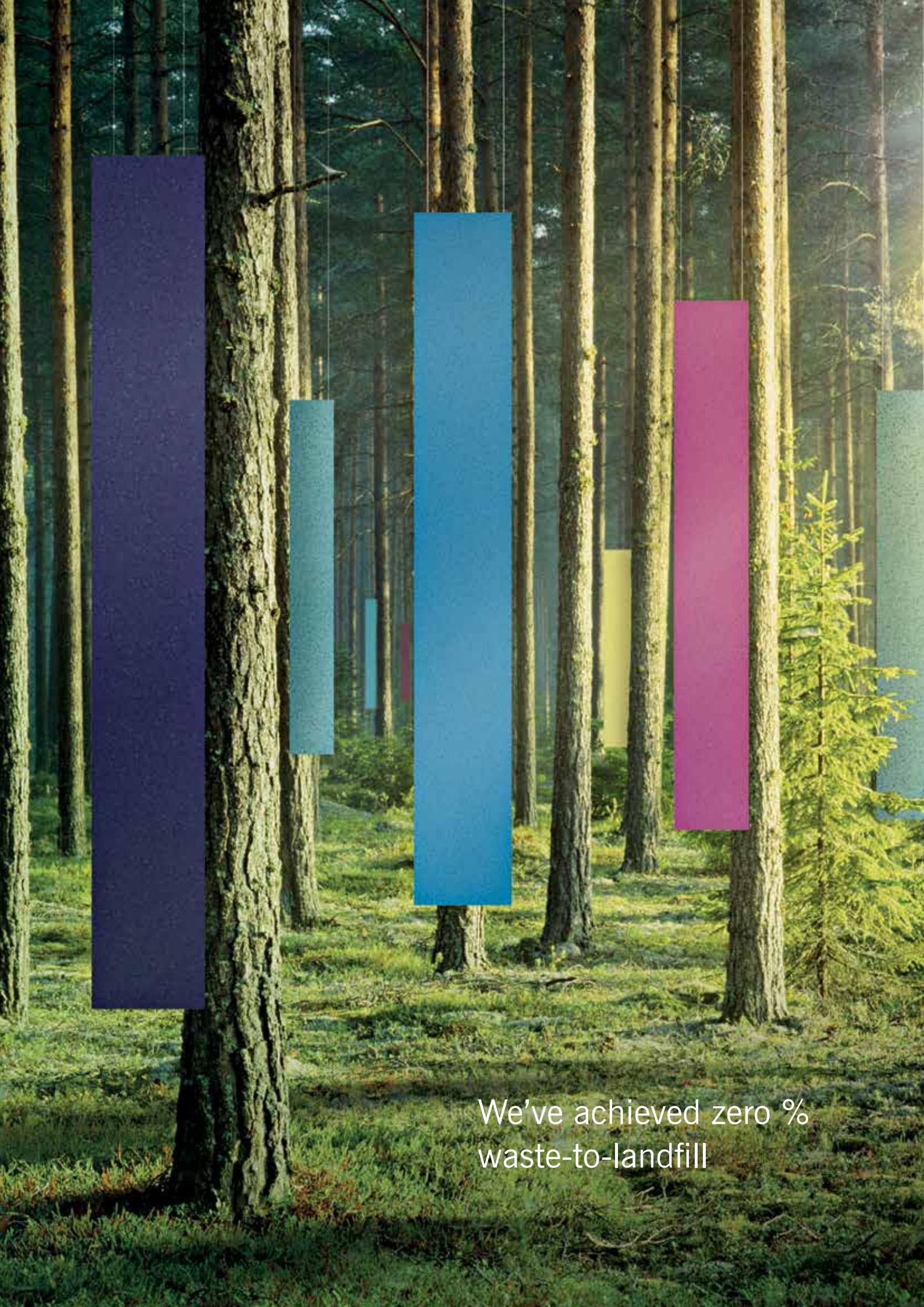
Not only do we recycle hundreds of tonnes of safety flooring each year, but our products contain up to 20% recycled content.

## Resource efficiency

We achieved zero waste-to-landfill in 2014; waste is either recycled or incinerated with energy recovery.

## Accreditation

All Altro safety flooring has major international ratings including BRE Generic Green Guide rating of A / A+, Green Star and LEED.



We've achieved zero %  
waste-to-landfill

# The Altro promise

We care strongly about each other, our customers, our work and the environment. We place our customers first in everything we do and encourage collaboration between our colleagues and our customers. As a family run business we share our family values with everyone we work with, as well as each other.

We're committed to supplying high performance flooring and wall cladding in all aspects of service and support. This starts with your initial enquiry and then continues through installation. And we're still there to listen to you and help you, afterwards, whatever your query. Our customer care and technical services teams help keep your investment in Altro safe for the life of the product: when you tell us that you're happy, that makes us very happy indeed. We will offer an exceptional customer experience and continually put your needs at the heart of what we do, making sure your future is safer with Altro.

We place our customers at  
the **heart of everything we do**



altro  
promise

# Valuing our customers: customer experience

Valuing our customers is at the heart of what we do. We make our products for you and we go out of our way to make every part of your experience with us a positive and rewarding one. From product quality testing to consultant support, long guarantees to site visits, maintenance support and Continuing Professional Development training, we take care of everything so you don't have to. And of course, The Altro Assurance is a recognisable testament to our dedication to customer satisfaction.

Our Voice of the Customer programme helps us to stay in touch with our customers' needs, wishes and opinions. All Altro employees take part in the programme as we feel it's vitally important we meet our customers and find out what they think. Customer feedback is circulated throughout the company and used to improve the way we do things.

## Supporting you

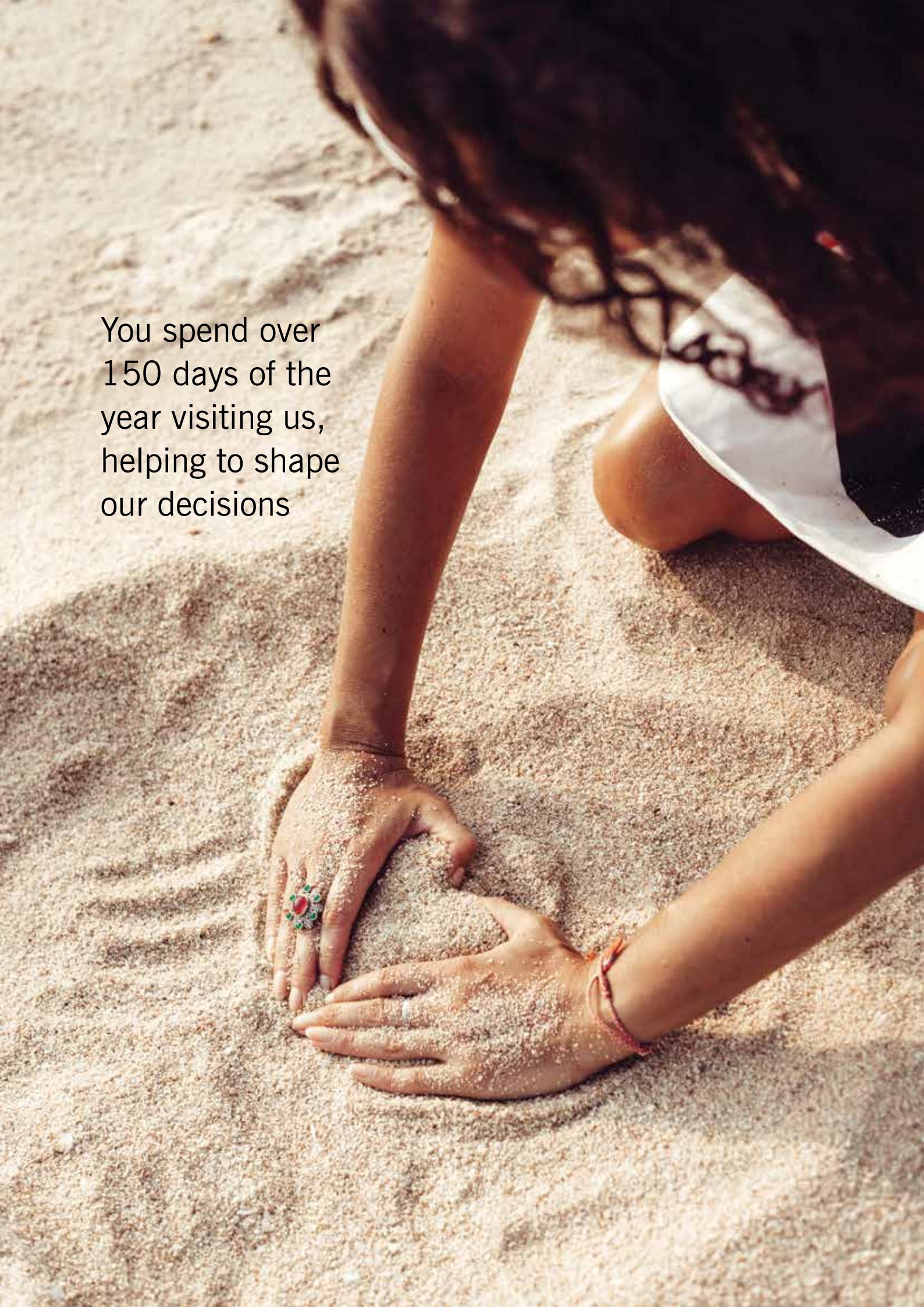
We stand by our products and back them over their lifetime with full technical support, so you're supported all the way.

## Helping you

Our technical services team will be there for you from your initial query, through installation and the life of your product.

## Valuing you

Because your peace of mind matters to us, we offer you some of the longest guarantees in the industry.



You spend over  
150 days of the  
year visiting us,  
helping to shape  
our decisions

# Valuing our customers: partnership relationships

We work with nearly 150 partners worldwide. We choose like-minded partners whose values match ours, so that together we deliver an outstanding customer experience. Working together we pioneer new technologies and products; growing the market in new geographic areas. We develop sustainable and valuable, long-term relationships as we believe these are the way to deliver excellent customer service.

Our partners are always backed with full Altro resources, so they enjoy the local training, product and marketing support that a global brand can supply.

## Working as partners

Every step of the way, our partnerships follow a clear, comprehensive path to full integration as part of the Altro family.

## Training our partners

We believe thorough and regular training is essential to maintain standards and develop our businesses.

## Supporting our partners

We support our partners before, during and after projects, putting our customers at the heart of our delivery.



Together with our global partners,  
we deliver a personal service and  
outstanding customer experience

# Valuing each other

Great products and outstanding service are only possible with great people. That's why we invest so much in fostering positive working relationships within Altro. Being a family run business affects how we treat each other, and valuing each other is the cornerstone in the way we work. It's reflected in the company culture where enablement, empowerment and opportunity are nurtured.

We're always ready and willing to share our own expertise in sustainable decision-making with you – because together we really can make a difference.

## Employee wellbeing

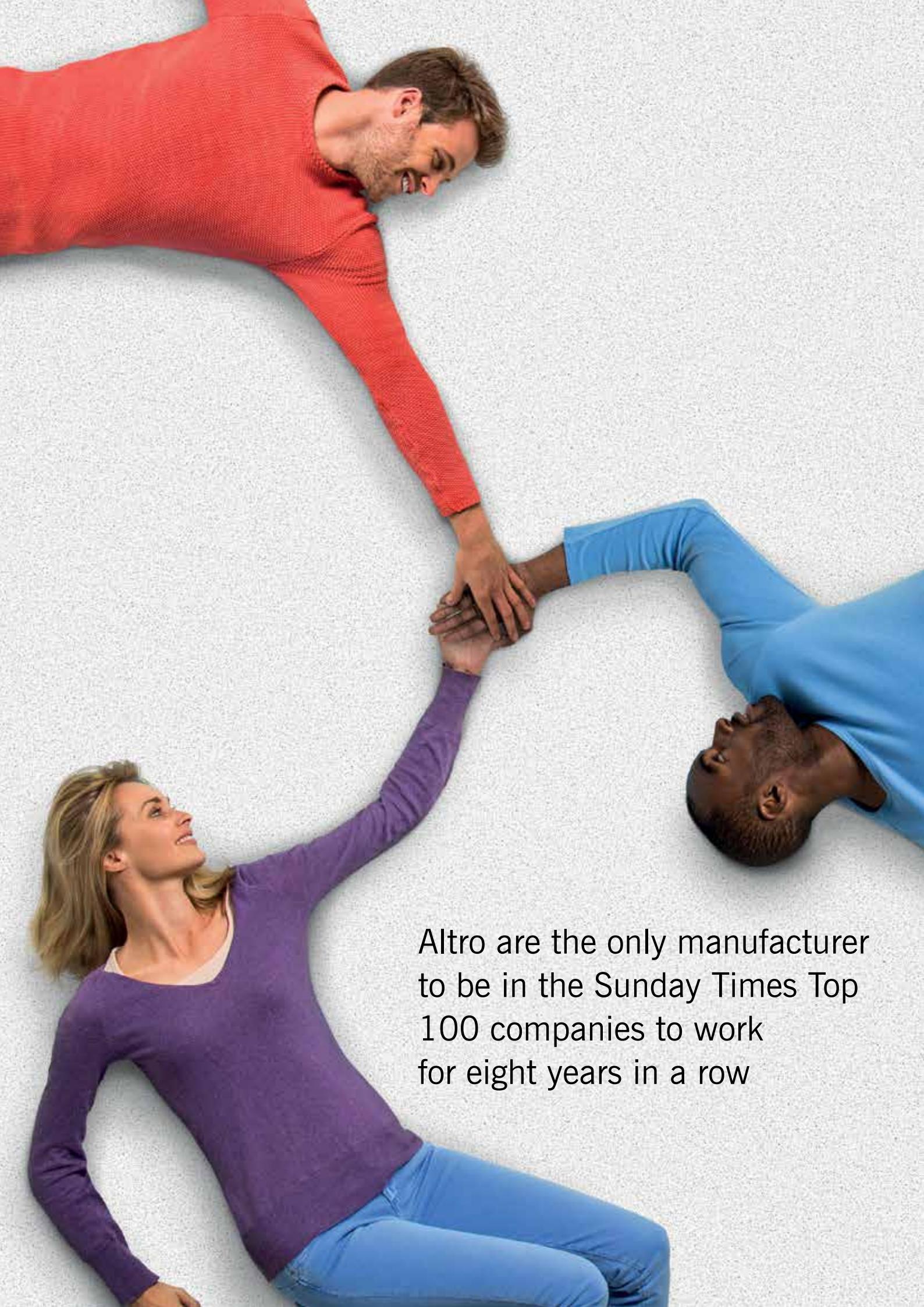
All new employees have access to an extensive support network and attend workshops in employee wellbeing.

## Family values

We've been a family run business with family values for three generations.

## Learning and development

We encourage a learning culture where everyone has the opportunity to achieve their potential.

A photograph of three people lying on their backs on a light-colored floor, forming a circle by holding hands. A man in a red sweater is at the top left, a woman in a purple sweater is at the bottom left, and a man in a blue sweater is at the bottom right. They are all looking upwards.

Altro are the only manufacturer  
to be in the Sunday Times Top  
100 companies to work  
for eight years in a row

# Our key sectors

We operate in diverse sectors. Our core customer bases are in health and social care, food and drink, and education, as well as transport, where safety and hygiene are of paramount importance. We also operate in other sectors that need safety flooring and wall cladding for tough environments. These include leisure, retail and offices, prisons and defence centres, and manufacturing and warehousing.

Diverse sectors.  
**Global reach. Local touch.**



# Health and social care

The most demanding environments need hygiene and safety with long-lasting resilience. Altro integrated flooring and wall cladding offer just that, and more; they're attractive too and will retain their looks for life. So once you've created a beautiful, calming interior for your patients, residents and staff, you know they'll enjoy it for years to come.

Our products are sustainable and can easily cope with the demands of heavy pedestrian and wheeled traffic. And for more specialist applications, we've developed specific solutions with industry experts that can help enhance well-being.



# Food and drink

Food and drink preparation and production areas can spell danger with grease, fat, cooking oil, flour, baking powder, food particles and the occasional chopped carrot ending up on the floors and walls. Yet everyone from the canning manager on the night shift to the four-year-old sitting down to lunch needs to be safe. Altro's sustainable flooring and wall cladding systems provide long-lasting safe and hygienic surfaces for wet, dusty and greasy conditions. And they can be combined to create visually striking eating areas, functional factories or practical and comfortable serveries.



# Transport

Altro Transflor has been satisfying the diverse needs of commuters and day trippers in buses and on rail for decades. And, if the unexpected happens, we'll have taken care of the emergency ambulance too. Our products deliver safety and comfort and design; backed by compliance with the latest international regulations. But we haven't neglected our softer side. We can do pretty too. We have exciting designs and colours that will help create the 'wow factor' and set the right mood. Investing in an Altro Transflor product is an investment in a complete system – a full range of accessories, including adhesives, colour co-ordinated weld rods and sealants, nosings, trims and mouldings is available.



# Education

Painting sunflowers, exploding a home-made volcano, the starring role in Hamlet; the dramas of growing up all take their toll on your floors and walls. But from nursery to university – we have the needs of crawling toddlers through to towering graduates covered. It's why we combine safety and hygiene with durability and resilience.

As the needs of your learners evolve with time, your needs will too, and so too will the ways we can help you. Our sustainable flooring and wall cladding provide flexible and robust solutions for changing environments, stimulating young minds and contributing to an enjoyable working environment.



# Products

## Flooring

### **Altro safety flooring**

Altro invented safety flooring and we still love pioneering new products in this area. Available in heavy duty, versatile, inspirational and specialist solutions, our resilient flooring exceeds international safety and hygiene standards and offers sustained slip resistance for the life of the product. With up to 42 colours per range, you can create contemporary or traditional interiors which are designed to impress.

### **Altro resin flooring**

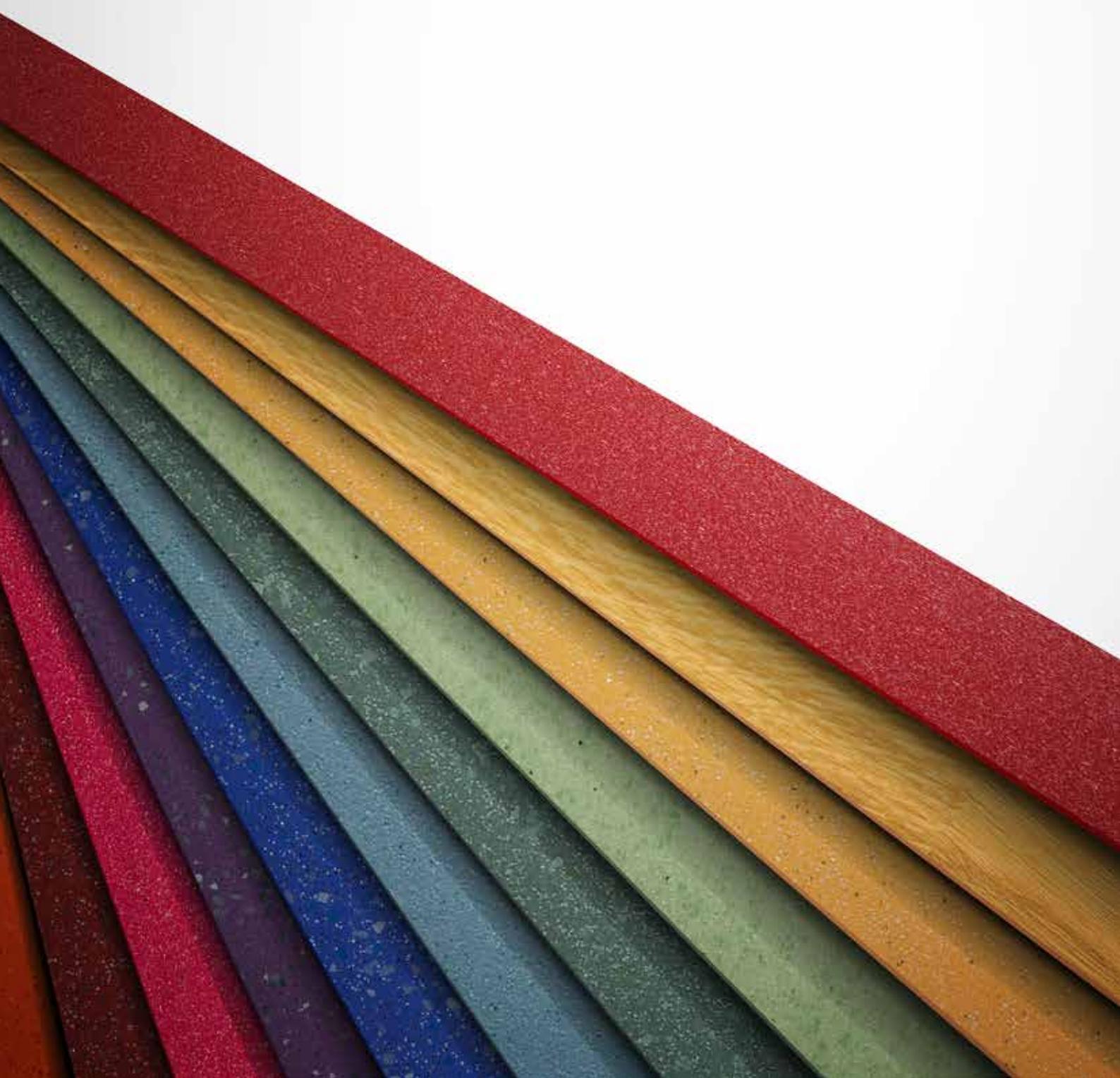
Stunning, highly decorative public areas. Very heavy duty manufacturing plants. Seamless, robust custodial accommodation. Just some of the applications served by the versatility of Altro epoxy and polyurethane resin systems.

### **Altro smooth flooring**

Equally at home in the high street or the workplace, Altro smooth flooring provides attractive designs that are easy to maintain and install.

### **Altro rubber flooring**

Strong, stylish and versatile, you can feel the difference of rubber flooring underfoot. Altro rubber surfaces offer long-term performance, underfoot resilience and comfort.



# Products

## Wall cladding

### **Altro Whiterock hygienic wall cladding**

We invented hygienic wall cladding systems back in 1982. Since then, we've gone from strength to strength to bring you even more choice in one fully integrated system for areas where hygiene is paramount. Altro Whiterock is designed for compatibility with our doors, wall protection, safety, resin, smooth and rubber flooring too.

### **Altro Fortis wall and corner protection**

Protect your walls and corners in your hardest-working areas with Altro Fortis. Perfect in busy public and service areas prone to bumps and knocks, Altro Fortis will help you keep your environment looking at its best! The good news is, it also offers matching doorsets and door protection panels.



# Products

## Doors

### Doorsets

Doors are forever on the move, taking a lot of abuse. So you need a hard-working solution, to keep them working hard: fully clad PVCu doorsets. That's your whole door and frame taken care of. In areas where hygiene is crucial, opt for Altro Whiterock hygienic doorsets. Where wear and tear is more of an issue, Altro Fortis doorsets will keep you protected.

### Panels

Where you may not need a whole, fully clad doorset, you can choose partial protection; helping prevent scuff and impact damage. Protect the most vulnerable parts of your door with panels, including pushplates and kickplates. You can either order a sheet and cut it to suit your needs, or leave all the hard work to us and we'll cut it to size for you.

