Altro are a leading manufacturer and supplier of interior surfaces with worldwide sales in the commercial, industrial and transport markets. Our goal is to provide customers with high quality flooring and walling products that support their need for safe and hygienic environments.

Our philosophy is to value our customers and each other at all times, in everything we do. We understand that the key to our success is continually meeting the needs and exceeding the expectations of our customers in order to achieve our target of delivering a consistently excellent customer experience.

All of us at Altro are actively involved in delivering quality. We recognise that we all have customers: whether it is those who buy our products and services, those inside the company who rely on the work we do, or our suppliers who provide us with the materials and services that we need to stay in business.

We understand that customer expectations are continually changing. We intend to constantly improve the quality of everything we do and to use and invest our resources effectively to deliver an excellent customer experience whilst maximising our internal efficiency and cost effectiveness.

Richard Kahn
CEO, Altro Ltd
As a family-owned business, Altro have always recognised the importance of protecting future generations through their commitment to the environment. We are a business that also aims to re-invest in society, continually seeking to reduce the impact we may have in the local community and the wider world.

As a corporate body, and as individuals, it is part of Altro’s culture to embrace our duty of care for the environment. For these reasons and others, sustainable development is a priority area for our company and we believe that, with effective management, sustainable development helps inspire innovation and enhance reputation.

It therefore follows that the future of any successful business has to be linked with the future of our planet.

Altro™ Walkway™ 20/VM20 and Altro impressionist™ II/iP20 became the world’s first flooring products to contain safety flooring recyclate, bringing the total recycled content for these two products up to 20%.

This has meant that over 500 tonnes of production PVC waste can be recycled every year which would otherwise have been disposed of to landfill.

Altro have won a Green Apple environment Award in the national campaign to find Britain’s greenest companies, councils and communities. The company has won the award for its ‘6 steps to sustainability Programme’, which strives continually to reduce the impact Altro products have on the local community and the wider world.

As part of Altro’s 6 Steps to Sustainability programme, Altro commissioned the world’s first safety flooring recycling system. This unique innovative system is able to recycle safety flooring so that it can be incorporated into new Altro safety flooring products as recycled content.

Why our products are unique...

- Altro were first to invent safety flooring over 50 years ago using the key ingredient Silicon Carbide
- Our products have very high wear and slip resistance properties throughout their lives. There are examples of our products still in use after 25-30 years
- We are continually developing more high design products without compromising on performance e.g Altro Suprema™ II and Altro Timbersafe™ II, which are designed for front of house use
- Our products contain a certain bacteriocide to protect and also inhibit the growth of MRSA (hospital super-bug)
- We have a highly experienced technical service team with over 30 years experience of Altro products
- Our products pass the fire and smoke performance tests which are formulated to meet the highest standards
- We have developed invisible slip resistance
- All new products go through vigorous installation testing before launching into the market
- We hold over 2000 certificates for our products worldwide

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We aim to create an environment of continuous learning where information and best practice are shared proactively by everyone. We all have a responsibility for sharing our knowledge and learning from our colleagues, our customers, our suppliers and other external sources. This helps us to develop the skills and aptitude to adapt to the dynamic needs of the business today and in the future.

To deliver the Altro experience successfully, all Altro’s brand values must be lived by everyone, at all times within the company. From the way we communicate with customers to the way we operate our machinery. All these things are part of the Altro brand and it’s everyone’s responsibility to promote our image by embracing them.

Learning and Development are fundamental to the success of everyone within the Altro Group. We aim to create a supportive environment where everyone is given equal opportunity and is encouraged to realise their potential in their area of expertise.

The Altro Group People Mission Statement

Inspirational
As leaders and innovators we inspire each other, our stakeholders and the market, to look beyond the usual realms of expectation.

Leading Edge
We are pioneers in design and technology, creating market trends, delivering originality and innovation in every service and product.

Creative
We constantly challenge our beliefs and boundaries, generating imaginative and original solutions, unconstrained by tradition and industry norms.

Confident
We believe in our knowledge and ability to deliver excellence as standard in everything we do.

Open and honest
We have mutual trust with colleagues and customers alike, always demonstrating integrity, respect and the ability to listen to each other.

Delivery
Working as one team we always provide the highest quality products and services on time, every time.
As part of our process of valuing our customers, we have instigated a customer focus programme to determine the requirements, expectations and preferences of our customers and build relationships with them to evaluate their satisfaction.

Customer focus acknowledges that the more a company understands and meets the real needs of its consumers, the more likely it is to have happy customers who come back for more...

Altro’s Voice of the Customer Programme

Our goal is to deliver an excellent customer experience every time our Customers deal with us. Our commitment to our Customers is to provide quality products backed with excellent customer service, including after sales support, and to partner with them to win more business now and in the future.

We partner with their Customers to identify opportunities to improve our products and services. Regular feedback is used to drive our decision making in product development, pricing, distribution of products and promotional activities.

It’s always good to know that Altro’s technical support is there if we need advice on using a product in an unusual way, although I’m pleased to say we didn’t encounter any such issues.

Lee Sherwood, Elite Interiors

I have been installing Altro products for over 20 years now, and have been impressed with the consistent technical innovations it has introduced to the safety flooring market. Advances like the Altro Easyclean Maxis Technology provide real benefits.

Robert Moore, Woodmoore Flooring.
Control Room
Computer controlled mixing system and stock control with full batch traceability
Dedicated formulations to ensure all products are fit-for-purpose and meet the most demanding specifications
Raw materials
High quality, fully specified and inspected on delivery, sourced from reputable companies

Sales and Operations Planning
• Production Planning (MPS)
• Regular inter-team planning meetings
• Sequential product planning to minimise downtime
• Customer responsive system
• Closely controlled order planning to ensure adequate raw material stocks (MRP)

Colour Mixing & Checking
• Computerised expert system for dispensing colours
• Colours are checked and adjusted using a computer controlled system based on specified tolerances
• All technicians are tested for colour awareness prior to authorising colour related decisions

Coating
• All products are manufactured using a woven fibreglass material
• Product is made up from an undercoat and a topcoat layer
• ALTRO=ALUMINUM TRIOXIDE.
• QC monitoring at every workstation
• Working to controlled procedures
• Energy efficient ovens

The Process
**Topcoat**
- Quartz for aesthetic appearance and durability
- Invisible slip technology
- Powder coating for cleanability
  (Altro Easyclean Technology)
- High Design Products
- Expertise in process control for Slip and Cleanability balance

**Mainline**
- Internationally recognised Slip Testing facility
- Close control of quality and record keeping throughout the process
- Quality control to meet and exceed industry standards
- Database for process condition monitoring and quality control
- Continuous improvement!
Online Packaging and Inspection OBP

- Recyclable packaging
- Integrated manufacturing and packaging system
- Full traceability of all finished products via bar-coding system
- JDE driven advanced warehouse system
- Laser RF guns oversee all stock movements and shipments with over 2000 available locations
- Purpose-made forklifts for narrow aisle movements, plus electric pallet trucks and 40 foot order picker for collating customer orders
- Cutting machine for special customer roll length requirements on Altro and Bought-In-Goods
- Streamlined routing system for maximising vehicle loads and minimising environmental impact whilst optimising transit costs
- Database management system dealing with over 37 export countries
- Consistently running Picking and Despatch accuracy above 98%

Customer Focus

Our Sales Consultants and Customer Care Centre are available to support Customers with advice on product and technical questions. We offer support over the telephone, face to face and on site depending on what our Customers require.

All our products are supported by the Altro Assurance™ of Customer Satisfaction. This incorporates product samples, warranties, on-site surveys, specifications to NBS standards and help and advice throughout and after the completion of a project. Close relationships with flooring and walling contractors help to ensure the quality of installation.
LAB AND TECHNICAL SUPPORT

• New product development from concept to production
• In-house test areas
• Raw material control on cost, quality, security of supply
• Maintenance of quality and environmental management systems
• Customer support: site visits, chemical resistance testing, slip testing
• Close working with production teams on plant trials and R&D development
• Process support on formulation control, troubleshooting, process analysis

Operational Effectiveness

Our highly skilled engineers are responsible for all production requirements and services around site and provide vital support to keep the plant running effectively 24 hours a day. The maintenance culture within Altro is very much focussed on preventative rather than breakdown reactive, which in turn negates the amount of downtime and subsequent loss of production hours.

This comprehensive round the clock support also focuses on new project delivery and the installation of exciting ‘cutting edge’ processes to match customer demands for innovative and sustainable products.

Total Preventative Maintenance

The engineering department works in partnership with the production team to develop their own TFM schedule, allowing the operators to have a hands on approach to their areas of responsibility which has fostered a sense of pride and ‘can do’ attitude throughout each section.
Altro installed the world’s first in-house safety flooring recycling system which is capable of recycling safety flooring waste to produce a PVC chip which can be incorporated into new Altro safety flooring products as recycled content. In this way 500 tonnes of factory waste PVC is being diverted from landfill every year. Altro Walkway™ 20/VM20 and Altro impressionist ™ II/IP20 became the first safety flooring products in the world to actually contain safety flooring recyclate bringing the total amount of recycled content for these products up to 20%. 

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