



al t r o

# Steps to sustainability

the future is safer with altro

# Introduction

I believe that it is critical to have a clear 'purpose' as this ensures that there is no ambiguity as to what we stand for - both in our employees' and in our customers' minds.

Our core purpose – the future is safer with Altro – is all about providing a safer future.



Safety, hygiene and sustainability are at the heart of everything that we do and every decision that we make. It's not just a philosophy for us at Altro, it's a way of being. At Altro we are passionate about creating safer environments and leading the issue of responsibility for safety, hygiene and sustainability.

We will continue to focus on what we are really good at, as we continue to encourage everyone to take responsibility in the broader context. We believe that we are collectively responsible for making the world a safer place. With this in mind, we encourage you, our customers, to put responsibility for safety, hygiene and sustainability at the heart of your decision-making process too. We hope that you will join us in making safety, hygiene and sustainability your way of being as well.

Richard Kahn,  
Chief Executive Officer, Altro



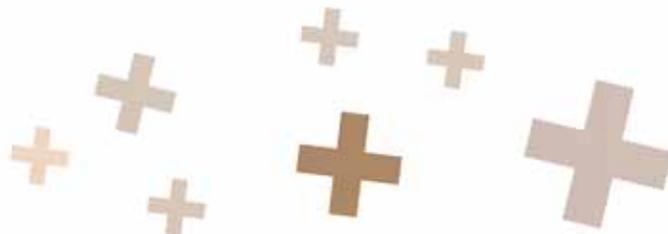
## What is Sustainability?

Sustainability is commonly defined as:

**“Meeting the needs of the present without compromising the ability of future generations to meet their own needs”**  
– WCED 1987, Brundtland Report.

As a family owned business, at Altro we have always taken our environmental responsibilities very seriously, but sustainability is about so much more than just environmental issues. Sustainability encompasses both social and economic dimensions as well as environmental responsibility. This is known as the three pillars of sustainability or 'the Triple Bottom Line.'

We recognise that sustainability is a journey, a series of steps. Our Steps to Sustainability programme is a holistic approach to managing sustainability issues, considering our impact on all three aspects of sustainability and not just the environment.





Our Steps to Sustainability programme is based on



## Creating value

How we **create and add** value to the marketplace, helping to achieve a long-term sustainable future.



## Valuing our environment

Actively reducing the impact our activities, services and products have upon the **environment**.



## Valuing people

Being a responsible employer and exerting a positive influence on the **people** and markets in which we operate.



Over the next few pages you will find out how we, as a company, fulfil our responsibilities to our staff and customers whilst reducing our impact upon the environment.



# Creating value

*It's vital for me that our 'Mission' sits alongside our core purpose.*

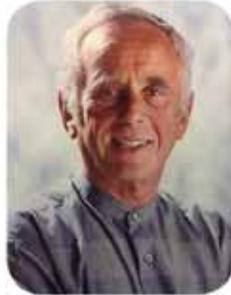
*Our Mission Statement – “Valuing our customers, valuing each other” – is all about removing the boundaries between Altro and our customers, having our customers integrated into our business. We seek to have multiple level contacts with our customers who want to be involved in our decision-making process and who want to feel part of our family. We believe that only the best people, service and facilities will do.*

*And, through*

- *valuing each other's views*
- *challenging the way that we do things*
- *sharing ownership and responsibility*
- *achieving the best through teamwork whilst encouraging individuals*

*we will remain committed to providing a safer future, 100% customer focus and global sustainability.*

David Kahn, Chairman, the Altro Group



## Valuing customer input

In recent years we have developed our programme of inward customer visits, which provides an opportunity both to strengthen relationships and understand your requirements. These visits give you a valuable insight into our business and help us understand your business world and challenges.

*Once customers have seen the factory, they appreciate the quality of our products much better, plus our commitment to sustainability and recycling. We show visitors our plant and work in progress, giving them direct access to staff.*

Steve Gibson,  
Manufacturing Technician



*From the moment we stepped foot into the reception area of Altro's main building it was obvious to me that as a company you are clearly customer focused.*

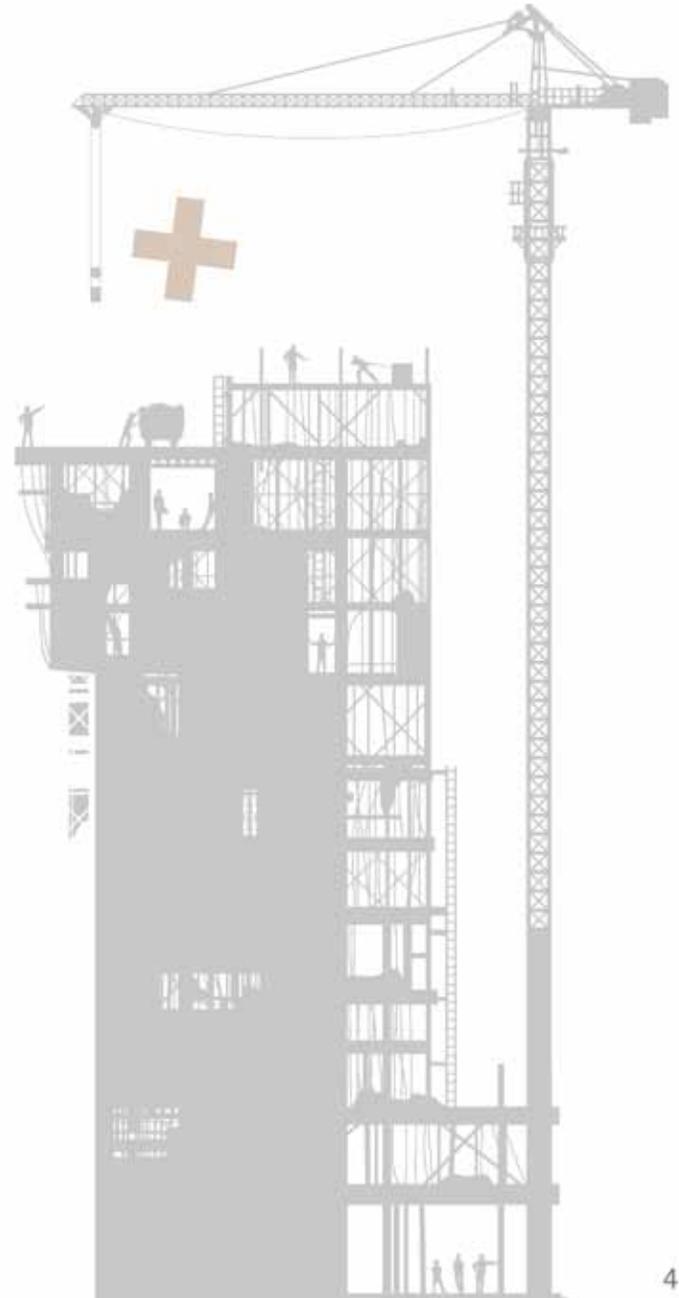
Personal view of Estates Officer, Operations Building & Grounds, hospital in Wiltshire.



Your involvement in our business does not end there. We are extending customer involvement across all aspects of the business, with departments developing closer relationships with you in such areas as product development, colour research and application, marketing and recruitment.

*We suggested a range of colours that we felt would be appropriate base colours for these environments... and now four colours have been selected for development.*

Liz Fuggle of Burnett Pollock Associates, architects working in partnership with The Dementia Services Development Centre



**WINNER**  
2012

**MANUFACTURING  
EXCELLENCE**  
AWARDS

**Winners of the Manufacturing  
Excellence Awards**

**Sustainable Manufacturing  
and Customer Focus**

## Valuing your peace of mind

In Altro, you'll find a partner with the expertise and experience to deliver a complete solution: a partner who will add value and take total ownership from concept to completion.

The Altro Assurance of Customer Satisfaction is a unique expression of our commitment to being a high performance flooring and walling manufacturer and supplier, in all aspects of supply, service and support to you. These are some of the ways in which we seek to do this.

### Pre-installation

- Site visits
- Altro Samples Express service
- Experienced and well trained staff provide key information on specification and installation of all products
- Information on legislation
- Technical and product literature and detailing diagrams
- Case study reference sites and testimonials
- Visits to our installations to see your chosen product in situ
- Local flooring installers and wholesalers for you to obtain competitive prices

### During installation

- On-site assistance and quality audit
- Efficient delivery

### Post-installation

- Slip testing and cleaning demonstrations
- The Altro Assurance of quality and ongoing support
- Maintenance information

*Altro were really supportive throughout the project. We felt in safe hands. We didn't have to worry if there was a problem – Altro were always keen to help solve it.*

Penny Bayliss-Robbins, Salisbury District Hospital





# CREATING VALUE

+





# Creating value



## Valuing expertise

We believe in raising standards of safety and hygiene by offering on-site consultancy and working collaboratively with various organisations and individuals to that end.

*I spent seven years as a member of a Stakeholder Group working with the Health and Safety Executive assisting them to develop their Slip Assessment Tool. It was identified that cleaning was an integral element of maintaining a slip-resistant floor.*



Alan Sutherland, Altro Sales Representative

We have a dedicated team of technical experts, providing problem solving through all stages of your project. This friendly and approachable team operates on a multi-lingual basis globally both on-site and via telephone to support contractors and specifiers pre-, during and post-installation.

## Valuing training

We share our expertise at our safety flooring, walls and resin training schools, which empower installers to fit a technical product so that it performs its function as it is designed to do.

## Valuing our relationship with you

We believe that forging effective relationships, in which your Altro Representative plays a vital part, is the key to delivering timely and fit for purpose results.

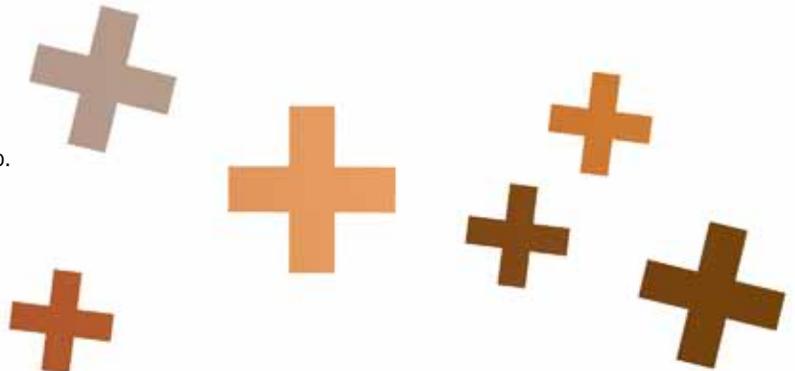
*The company provides excellent service right from the start.*

Charles Harte of main contractors, Veitchi Interiors

*We needed... a high level of support and service from the manufacturer. We certainly get that with Altro.*

Jonathan Wood, Project Architect at Barr Construction, working for St Helen's Rugby Club, Merseyside

Customer Care Centres have been created globally to provide information and support when you need it, to establish and satisfy your requirements and contribute to the smooth running of your projects. Our staff are comprehensively trained and given the tools to answer your queries on anything from technical issues to sample requests.



Sharon Finan has worked at Altro for six years as a Project Co-ordinator. As such, she spends a considerable amount of time liaising with architects, designers, main contractors and flooring contractors, establishing and satisfying their requirements for the smooth running of their projects.

*We care about our customers in the Customer Care Centre and that's what differentiates Altro.*

Sharon Finan, Project Co-ordinator



## Valuing product quality



Altro Limited a company certified by SGS to ISO 9001 and ISO 14001

All our manufacturing and logistics technicians undergo extensive training to ensure a consistent right first time approach and focus on delivering a quality product.

We offer industry-leading, generous, no quibble warranties. We stand by our products and back them over their lifetime with full technical support.

The quality of our end product starts with the quality of our raw materials and delivers performance beyond stringent legislation which, critically, is maintained throughout the lifetime of the product.

## Valuing innovation

We invented safety flooring and wall cladding. These are areas in which we continue to excel and are rewarded for our efforts. Our most recent revolutionary products include award-winning Altro XpressLay™, the world's first adhesive-free safety floor.

### **Altro XpressLay saves £30,000 on build cost of the London 2012 Water Polo Arena**

Timescales were tight as all the work needed to be complete before the start of the games. Considering the temporary nature of the installation, and the high demand for slip resistance without compromising on sustainability, the flooring chosen had to be cost-effective and offer value for money.

John Hicks, MD of the installation company responsible for the flooring in the London 2012 Water Polo Arena, said,

**“Not only did the use of Altro XpressLay overcome our clients’ problems with sub-floor humidity, but due to minor level adjustments in the sub-floor following installation a much more serious issue was avoided due to the selection of a loose-lay product, saving around £30,000. What a great and unique product you have!”**

### **CFJ Awards – Best Resin Product 2012 The Altro Resin Flooring Range**

The Altro resin flooring range went from strength to strength with the introduction of the new Altro Multiscreed™ EP Naturals system.

As part of our integrated system for hygiene, safety and sustainability, Altro Whiterock Digiclad™ was the winner of Best Building Product in Healthcare Award in the new children's unit at Salisbury District Hospital.



## Valuing our environment

### Valuing Materials

#### PVC and sustainability

PVC performs very well environmentally. It is made up of 57% salt and 43% oil. Salt is a naturally occurring and abundant substance. The amount of oil used in global PVC production annually represents approximately 0.3% of the world's total oil consumption.

PVC is readily recyclable. In 2011, over 190,000 tonnes of post-consumer PVC were recycled as part of Vinyl 2010 – the 10 year voluntary commitment of the European PVC industry to improve the sustainability of vinyl. A new voluntary commitment, VinylPlus was launched in 2012 which has set even more challenging targets than its predecessor, including a commitment to increase recycling of waste vinyl to 800,000 tonnes by 2020.

## VALUING

The advantages of PVC based flooring

- Uses less energy in the manufacturing phase than most competing products
- It boasts a lower carbon footprint than most common consumables
- It can be recycled many times over without compromising performance
- It is inherently flame retardant, self-extinguishing once the source of flame is removed

vinyl <sup>plus</sup>

## Altro and Materials

Altro products are manufactured using the highest quality materials.

### NO HEAVY METALS

Altro safety flooring does not contain known potentially harmful substances such as formaldehyde or heavy metals such as lead, cadmium, mercury or hexavalent chromium

### RECYCLABLE

100% recyclable  
pre-installation

### RESPONSIBLE SOURCING

We only use ISO 14001:2004 registered suppliers or those who have demonstrated their commitment to the environment

### SUSTAINABLY SOURCED PVC

We source our PVC polymers from companies that have signed up to the European Council of Vinyl Manufacturers (ECVM) Charter which looks at reducing the environmental impact of PVC manufacture

### REACH COMPLIANT

Altro safety flooring does not contain any substances currently on the Candidate List for Authorisation under REACH – complex legislation for the control of chemicals with harmful effects on human health and the environment

### RECYCLED CONTENT

Altro safety flooring contains up to 20% recycled content

### PHTHALATE-FREE

We do not use phthalate plasticisers in the manufacture of our safety flooring products

# OUR ENVIRONMENT



# Valuing our environment

## Valuing resource efficiency

As a business it is important that we make efficient use of resources - reducing waste, energy and water consumption, and implementing closed loop recycling processes.

### Waste

- Since 2007, we have reduced our total waste to landfill by 70%. Our target is to achieve zero total waste to landfill by 2016
- Our Altro Resins site is a signatory to the FeRFA initiative to halve waste to landfill in the Resin Flooring industry

### Water

- We have achieved a 99% reduction in water consumption in our manufacturing process since 2000
- Rain water capture systems have been installed on the roof of our Letchworth manufacturing plant

### Energy

- Energy efficiency is a key factor in product development and the manufacturing process. We have made significant carbon savings with our energy efficiency programme in the last five years including a 7.2% reduction in energy consumption between 2007 and 2009 and a further 4% reduction in 2011

### Packaging

- All Altro safety flooring is wrapped using 100% recyclable packaging

### Recycling

- Since 2007 we have operated a zero PVC waste to landfill policy and were able to implement this by installing the world's first safety flooring recycling system. It offers a closed loop recycling process and is capable of recycling over 500 tonnes of factory waste PVC every year, enabling us to produce safety flooring product with up to 20% recycled content
- All of our safety flooring contains post-consumer waste as an integral material
- Altro resin products contain up to 30% recycled content



# Safety flooring recycling The closed loop process



5

PVC chip  
Aggregates and chips are recycled into new flooring

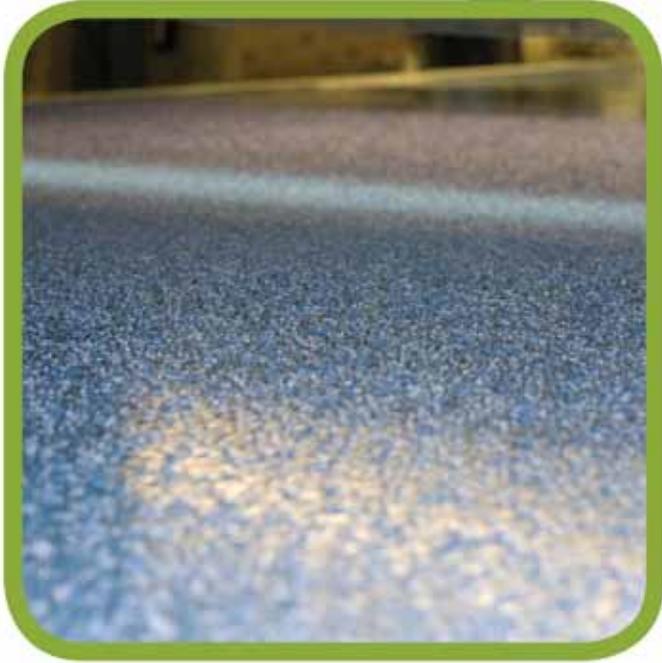


Aggregate mix

4



Mixed fraction



1



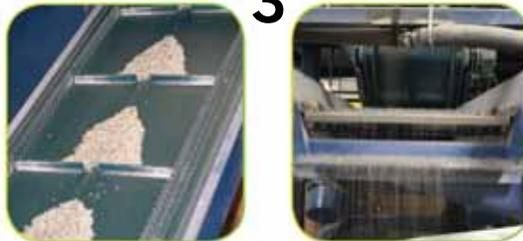
Factory scrap and edge trimmings & installation waste off cuts

2



Material is mechanically shredded

3



Shredded material is then granulated into 3 different fractions



# Valuing our environment

## Valuing producer responsibility

Waste continues to be an issue within the construction industry and it is important that manufacturers take responsibility for waste down the supply chain.

We are one of two founder members of Recofloor™, the industry's vinyl take back scheme. Recofloor collects safety and smooth vinyl off cuts and uplifted smooth vinyl, diverting them from landfill. As the first manufacturer with the capability of recycling safety flooring in-house, we collect all the safety flooring on behalf of the scheme, irrespective of manufacturer.

Waste vinyl flooring is collected from flooring contractors, distributors and large construction sites including retail refurbishments using reverse logistics. Off cuts are recycled into new vinyl flooring. Any collected post-consumer smooth vinyl is recycled into traffic calming products, such as road cone bases. Between 2009 and 2012, the scheme collected and recycled over 1,000 tonnes of waste vinyl flooring.

## Why take part?

- Increasingly customers are keen to see vinyl flooring recycled at the end of life
- This scheme helps us and participants comply with the Site Waste Management legislation, (requiring all waste to be pre-treated before going to landfill)
- Participants receive a Certificate of Commitment to the scheme and can gain recognition by receiving one of our gold, silver or bronze awards
- It feels good to be doing your bit for the environment





For more information contact Axion on +44 (0)161 355 7618 and ask for Recofloor or email [recofloor@axionconsulting.co.uk](mailto:recofloor@axionconsulting.co.uk)



# Valuing our environment

## Valuing producer responsibility Recowall

In partnership with VEKA Recycling, we have set up the UK's first wall cladding recycling scheme, Recowall™, which is unique in the PVC wall cladding sector. Recycling bins are located at ten Altro Whiterock Premier Installer sites around the UK, where contractors can deposit clean, adhesive-free off cuts and thermoformed corners from site. The waste is collected FREE of charge, processed down, palletised and recycled into new window profiles.

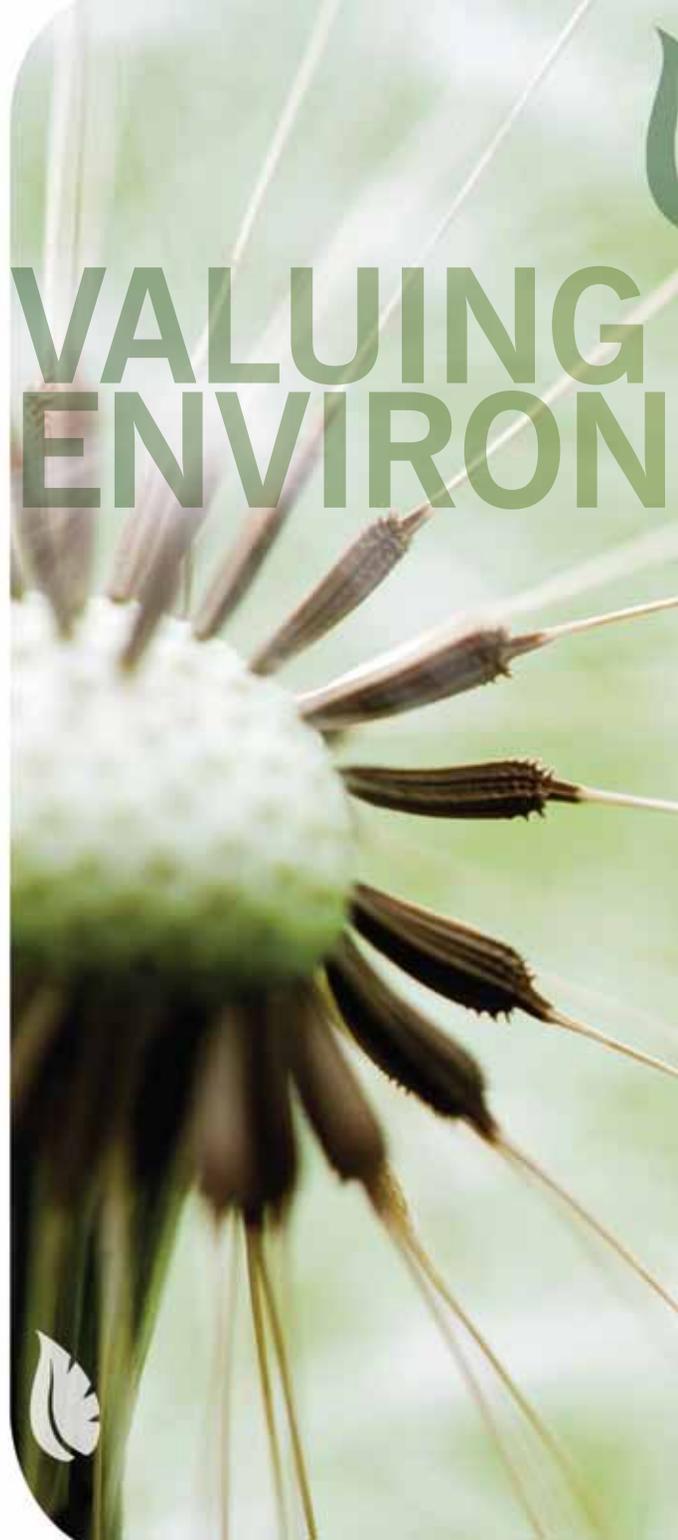
Since its launch in 2010, Recowall has recycled over 40 tonnes of Altro Whiterock. Although Recowall is a much smaller scheme than Recofloor, it is important because it demonstrates that Altro Whiterock can and is being recycled.

### FeRFA

Altro Resins is a signatory to the FeRFA initiative to halve waste to landfill in the Resin flooring industry.



# VALUING ENVIRON



# OUR MENT

In the UK Recofloor has been successful because it has been able to take advantage of reverse logistics which provides a cost effective way of returning material to the Altro Letchworth site for recycling. Internationally this is not so viable and it is easier to take advantage of local recycling opportunities such as Golv Atervinning in Sweden. The amount of waste collected per annum under this scheme has increased from 213 tonnes to 293 tonnes. This represents a 38% growth since the scheme began in 2009.



The AgPR recycling facility in Germany has also successfully recycled vinyl flooring waste for many years.

Recofloor has also been extended to Australia and New Zealand and although in its infancy is also successfully diverting waste vinyl flooring from landfill.



# Valuing our environment



## Valuing your sustainability credentials – Altro products in use

### Indoor Air Quality and VOCs

Indoor air quality is a key consideration when selecting products for installation inside a building. People spend up to 90% of their time indoors and are far more likely to be affected by pollutants inside than out.

Poor indoor air quality can be caused by a number of factors, including inadequate ventilation, poor cleaning and excessive emissions from all building products including floor finishes, furnishings and wall coverings. Volatile organic compounds (VOCs) are organic compounds that are released from substances/products into the atmosphere. Concentrations of VOCs indoors are typically five times greater than outdoors and exposure to VOCs is believed to cause a number of health problems such as sick building syndrome, diminished learning in schools and reduced productivity in offices.

Altro safety flooring has undergone rigorous external VOC testing and is compliant with a number of national and international indoor air quality schemes including AgBB, Germany, Swedish BPD and FloorScore, which is used in conjunction with LEED in North America.

All Altro safety flooring and Altro Whiterock wall cladding are compliant with HEA9 VOCs under BREEAM 2008. In fact, VOC emissions for Altro Whiterock have been found to be below detectable limits.



## Valuing design for ease of maintenance and hygiene

### The integrated system

To aid cleaning, maintenance and hygiene install Altro flooring alongside Altro Whiterock™ wall cladding to create a compatible system with watertight, unobtrusive jointing and welding.

Altro safety flooring and wall cladding contain Altrosan™ biocide, which inhibits the growth of hospital acquired infections such as MRSA and similar organisms.

### Altro Whiterock doorsets

Altro Whiterock doorsets offer little or no opportunity for bacterial growth and are extremely easy to maintain.

### Altro Easyclean Maxis PUR™ Technology

This new PUR technology offers ground-breaking low dirt pick-up and industry-leading cleaning benefits to reduce your long term maintenance costs. This means less water, energy and fewer cleaning chemicals are required for maintenance throughout the lifetime of the product.



## Environmental Certification Schemes

Building Research Establishment's Environmental Assessment Method (BREEAM)

Application	Safety Flooring (EN 13845)	Smooth Homogenous Vinyl (EN 649)	Smooth Heterogeneous Vinyl (EN 649)	Smooth Surfaced Rubber (EN 1817)	Studded Rubber (EN 12199)
<b>Health</b>	A+	A+	A+	A+	A+
<b>Education</b>	A+	A+	A+	A+	A+
<b>Commercial</b>	A	A	A	A	AA
<b>Domestic</b>	B	A	A	A	A
<b>Retail (Durability/Fashion)</b>	A/A+	A+/A+	A+/A+	A+/A+	A/A+

BREEAM, Building Research Establishment Environmental Assessment Method, is the world's leading environmental certification scheme and sets the standard for best practice in sustainable building design. Our flooring products can contribute towards a BREEAM assessment via the materials category. Generic ratings of A+ to E have been assigned to products via life cycle assessment with A+ being the most desirable as it has the lowest environmental impact. These generic ratings are listed within BRE Global's Green Guide to Specification. The generic Green Guide ratings for Altro's floor finishes are listed above.

Altro safety flooring and Altro Whiterock wall products are HEA O2 Indoor Air Quality compliant under BREEAM 2011.

Altro Whiterock has become the first internal wall finish in the world to receive a BRE (Building Research Establishment) Global environmental rating. Altro Whiterock White and Altro Whiterock Satins™ have been awarded an A rating from BRE Global for use in conjunction with a timber stud, plasterboard internal wall specification.





## Valuing people

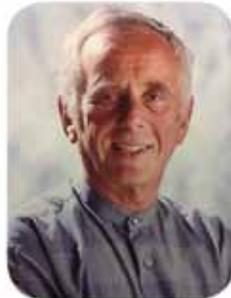
Valuing our customers, valuing each other

*The Altro mission statement*

### Valuing our responsibilities as a UK manufacturer

We are proud to be a family owned UK manufacturer. Our company philosophy is to keep our manufacturing base in the UK, providing employment opportunities for communities nationally and supporting the local economy.

*The strength of our team is the key reason why we have continued to maintain our manufacturing operation in the UK. Over the years, the demand for our products has grown to such a level that we have had to move the factory to increase our capacity. We are now on our third site since the 50s but only a few miles from our original production site. This has been a tremendous benefit both to the business and the local community. We still have staff who started work with us on our first production site.*



David Kahn, Chairman, the Altro Group



### Family values

We are a family run business and that impacts on how we treat each other; the working environment is friendly and inclusive. We are involved in decision making at all levels throughout the organisation. We understand the part we play and why we matter.

*This is a family business founded on family values, which are reflected in the company culture. This is one of enablement, empowerment and opportunity, where everyone can make a difference at all levels of the business.*

Tracy Perry, Sustainability and Environmental Advisor



# VALUING PEOPLE

## Valuing each other

Our people are our biggest asset. That's why we invest time and resources in developing our employees, challenging ourselves constantly and learning from each other – sharing best practice across the organisation. We encourage a learning culture in which training and development opportunities are available to every employee and everyone has the opportunity to develop their potential.

*I was proud to be selected for the Foundation Leadership Development Programme, which has given everyone on the course the confidence to try new things which previously we may have been apprehensive about.*

Sally Thompson, Sales Consultant



## Valuing employee well-being

The well-being of all employees is of the utmost importance and we are supported at all times. All new employees attend workshops in stress management and manual handling, have access to an extensive support network including managers and human resources, a team of independent coaches and an extensive external advisory service.



# Valuing people

## Valuing Altro

The company is valued by dedicated staff, many of whom invest most if not all of their working lives in it. The level of this dedication has been evidenced by external validation.

Jon Tann joined Altro post-O'Levels at the tender age of 16 in 1981 as Trainee Engineer.

*I believe I can make a difference and can influence decisions; it's as much down to me as anyone on the board to help shape the company direction.*

Jon Tann, Manufacturing Manager for Floors, Walls and Resins



The Sunday Times 100 Best Companies to Work For 2012 includes Altro for a seventh consecutive year. This external validation represents the voice of the employees, all of whom were invited to contribute to the survey. This result is significant in that

it benchmarks us against other companies and indicates that we are the only manufacturer to appear in the list for seven consecutive years and the only manufacturer to appear in the 2012 list.

## Valuing our communities

We engage with our local community and support the wider communities in the safety flooring, resins and wall cladding markets in which we operate.

*We're delighted to be working with such keen young people who have a genuine interest and desire to work in the flooring trade. We know that we are equipping the next generation.*

Pat Thomas, Technical Trainer

To celebrate our 6th year of success in the Sunday Times Best Companies Award, in 2011 we embarked on a year-long campaign to 'Give Something Back.' Staff were given six hours to volunteer in the local community. The company donated over 700 hours of company time to local good causes.

We've also forged strong links with schools and colleges. Examples of recent initiatives include delivering business skills workshops to students at our Letchworth site as well as providing apprenticeship opportunities to students in our Technical and IT departments.



Follow us:



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Not all products are available in all countries, please check with your local Altro Representative

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