Altro XpressLay
An Olympic Case Study

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Introduction to Altro

- 3rd generation family owned business
- Founded in 1919
- Invented safety flooring in 1954
- Known as the innovators in the safety flooring industry.
- Safety, hygiene & sustainability
- Steps to Sustainability - 2008
Safety Flooring Recycling

- Previously thought impossible
- Silicon carbide hardest material next to diamond
- 2007 – installation of world’s first safety flooring recycling system
- Zero PVC waste to landfill
- 500 tonnes of factory waste PVC recycled every year

Altro safety flooring contains up to 20% recycled content
Recofloor tonnage since 2009 is enough vinyl to cover 66 football pitches.
The problem of post consumer waste

- Bonded to the subfloor using an adhesive
- End of life waste contaminated with subfloor, screed, adhesive etc.
- Safety flooring - 25 year life span
- Legacy products in flooring & contamination
- REACH
- Need to re-engineer the product so it is easily recyclable post use.
Re-engineering – Altro XpressLay

- Altro XpressLay – launched in 2009
  - 10 years development & testing
  - Many Technical benefits as well as environmental
  - Can be installed without a DPM at up to 97% relative humidity
- Loose laid with double sided tape to secure joints and seams.
- Embossed under side allows free movement of moisture.
- Can be uplifted at the end of its life, recycled via Recofloor or reused
Tangible Benefits of Having a Strong Sustainability Programme

- Phthalate free
- Recycled content
- Take back scheme (Recofloor/ Recowall)
- Responsibly sourced PVC
- Strong corporate Sustainability Programme
- Altro XpressLay.

London 2012 Prestige Projects
- 63,000m² Altro products
- 30,000m² Altro XpressLay
- £4m sales

Altro - the only ODA approved PVC safety flooring in the Olympic Park!
Athlete’s Dining Hall – 20,000m² Altro XpressLay
Water Polo Arena
2500m² Altro
XpressLay
London 2012 Legacy & Reuse

Altro XpressLay originally installed at London 2012 venues has been reused in St Johns Primary School in Sevenoaks Kent in their ‘Corridor of Champions’
Any Questions?