



## Altro Added to Cereal Mix

### Altro Whiterock

Cereal Partners, one of the UK's leading cereal manufacturers, has installed Altro products at its Hertfordshire headquarters.

The company, which makes cereals for some of the best-known brands, selected one of Altro's walling products, Whiterock, for its factory and bathroom refurbishment project to ensure the right mix of hygiene and decoration.

Altro Whiterock is a semi-rigid PVCu wall cladding that is hygienic, low maintenance and easy to clean – it can be wiped down, steam cleaned or even pressure hosed to retain its original cleanliness. A cost-effective, grout-free alternative to tiles, Whiterock has excellent impact and chemical resistance. The product also meets all the current EU Directives on health and hygiene.

Unlike other walling products, Altro Whiterock is just as aesthetically pleasing as it is hygienic. Cereal Partners chose blue from the Pastels range, which offer a single colour finish and a complementary coloured silicone sealant and extruded PVCu trims.

*“The food industry is fast moving but we need to be able to work in an environment that is safe and hygienic no matter how frantic the workload becomes.”*

*“We chose Altro as we know their products are cost effective and won't cause headaches over hygiene – you can simply wipe over the Whiterock and it's as good as new again. We're more than happy with the completed project.”*

**Neil Anstiss**

**Engineering Site Services Manager  
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