



Altro Revs It Up For Jaguar

Altro Whiterock, Chameleon, Suprema, Ethos and Tectonic

Jaguar has long been seen as the epitome of automotive style. The company has an enviable reputation and strives to maintain its position as a forerunner in the motoring sector. So when Jaguar gave the kitchen, servery and dining room at its Castle Bromwich plant a facelift, it selected interior surfaces that would underline its commitment to quality and performance. The company chose walling and flooring solutions from interior surfaces specialist, Altro.

With around 3,000 members of staff at the plant, the catering department with dining room, servery and kitchen is kept constantly busy. It was essential that new surfaces would be hygienic, easy to clean and maintain as well as providing an attractive area for employees. Jaguar chose Altro's popular Whiterock and Chameleon wall finishes and Suprema, Ethos and Tectonic floor coverings.

Altro Whiterock is a grout-free, hygienic alternative to tiles. With a choice of attractive single colour finishes, Whiterock is a semi-rigid PVCu wall cladding that provides a hardwearing surface that will stand up to the wear and tear of a busy kitchen environment. It is resistant to impact, spills and splashes without staining and is easy to clean. Welded joints give an almost seamless, hygienic finish that doesn't allow dirt or moisture to build up in joints, so bacterial growth is prevented. Jaguar specified white Whiterock in the kitchen and dove from the Pastels range for the servery.

Altro Chameleon, which was installed on the walls of the servery at Jaguar, boasts the same benefits of Whiterock but extends design options with its eye-catching high gloss finish. Jaguar chose the striking Moulin Rouge colour to create a striking effect.

On the floors, Jaguar chose a range of safety floor coverings from Altro's broad portfolio for the servery. Tectonic combines the natural beauty of snakeskin with the pure form of a circle to create a light reflective covering. In the dining room, smooth and durable Ethos has been chosen to give the area a lift. This provides a natural timber look, combined with the robust and hygienic properties associated with Altro surfaces.

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