



altro

Designed for possibilities.
Made for people.



Altro Whiterock Elite Partner

Grow your business with the Altro Elite Partner Program





Great products

Outstanding service

Family-run business

Valuing our customers and each other

Together we can succeed



Elite Partner Program

How many manufacturers have invited you to work together and build your business with unique, proven plans? Our partnership aligns you with key market sectors and opens your business to a world of support.

Altro doesn't make commodity products - we make products that are fit for purpose and designed for demanding environments. By partnering with Altro you will have premium access to our portfolio of specialized products like safety flooring and hygienic wall cladding.

Family owned and run, we share family values; we care about you, each other and what we do.

What's in it for your business?

The Altro Elite Partner Program is all about working together to add value to your business delivering unique long-term solutions to your customers.

There are many benefits to being an elite partner:

- ✓ Long-term repeat business
- ✓ Limited competition
- ✓ Solutions that work for your customers
- ✓ Unique selling techniques focusing on value, not price
- ✓ Hard evidence of success and proven routes to market
- ✓ Make more profit with the same margins
- ✓ Continued support from Altro - we're an extra sales person for you
- ✓ Stand out from your competitors
- ✓ Our quality niche protects your business from industry downturns
- ✓ Key account management in partnership
- ✓ Ongoing income streams through maintenance program
- ✓ Use of the Elite Partner logo
- ✓ Marketing support and joint promotion



Growing a partnership

What can you expect from us once you're on board? Our partnership program provides access to:

- ✓ A trusted and respected global brand
- ✓ Strong market presence
- ✓ Financial strength with a successful multi-million dollar global business
- ✓ Proven global partnership model
- ✓ Happier customers yielding more repeat business
- ✓ Innovative solutions

... and plenty of support:

- ✓ Territory project consultants
- ✓ Support developing the market and providing leads
- ✓ Pre and post project support on pricing, technical, trials and specification
- ✓ Local technical support
- ✓ Joint site visits and on-site technical support while you are starting up
- ✓ Marketing support and joint promotion
- ✓ Warrantied products



So what would we expect from you?

A partnership with Altro creates a mutually beneficial relationship in which we are helping each other grow and support our respective customer base. Our products deliver long-term value to both you and your clients with a diverse portfolio of fit-for-purpose wall and floor solutions. In return, we would expect you to reciprocate our efforts in promoting mutual growth and that your quality of service and installation reflects the same standards we have set for ourselves.

- ✓ Embrace partnership philosophy
- ✓ Brand representation
- ✓ Deliver a quality end user service/installation
- ✓ Product launch support
- ✓ Training attendance
- ✓ An existing customer base to target together
- ✓ Regular planning meetings
- ✓ Agreed annual financial targets
- ✓ Partnership loyalty

Altro Whiterock yearly review and accreditation

As part of offering premium products and services, we also want to ensure the integrity of our partnerships and ensure brand protection for your company and ours.

As an Elite Partner we will meet with you once a year with the intention to review the business we are doing together and your accreditation. This review will be used to discuss current projects and feedback, as well as future plans. It will also be the opportunity to ensure the criteria for elite accreditation is being met.

The criteria for ongoing accreditation is as follows:

- ✓ A minimum of two employees who are trained and active Altro Whiterock installers.
- ✓ Complete a minimum of 2 Altro Whiterock projects installing a minimum of 20 panels in a calendar year.
- ✓ Workmanship inspection of at least one recent installation including welding and thermoforming abilities. To be completed by an Altro Technical or Sales Representative and signed off by Altro.
- ✓ Routinely follows Altro's installation guide including use of correct installation methods and accessories.
- ✓ Supports Altro Whiterock specifications and works with us in promoting Altro Whiterock to end user customer bases.

If no Altro Whiterock work has been completed in a calendar year, retraining of two installers, in one of our three training centers, will be required to continue accreditation.

If any of the criteria is not met accreditation may not be renewed, however the following action can be taken to ensure accreditation can be retained:

- ✓ If workmanship is sub-par a refresher course will be required and offered at one of our three Altro training facilities.
- ✓ Shorter heat welding and thermoforming classes will be made available should issues be identified in quality workmanship of these finishing details.
- ✓ If project work is imminent after the calendar year passes with no sales, accreditation may be retained by completing a refresher installation course and hitting agreed targets for sales.
- ✓ If previously trained installers are no longer employed, two new installers must attend a three-day training class in one of our Altro training centers.

NOTE: All Altro Whiterock installation must be installed by a trained installer who has attended an Altro Whiterock Training Academy.



Altro Training Academy

The goal of the Altro training academy is to train and qualify a network of professional flooring and walling installers who wish to become part of a specialized group of recommended Altro Whiterock installers. The academy is ideal for flooring installers, general contractors, and carpenters looking to learn how to install these specialized commercial products. Altro stands behind our installers and always recommends that customers use Altro trained installers.

Two training centers are located in the United States. They are located in Wilmington, Massachusetts and Santa Fe Springs, California. We also have a Canadian facility located in Mississauga, Ontario. Typical installation scenarios are integrated with best practices for a better, hands-on, learning experience.

Our walls curriculum covers the following topics:

- ✓ Adhesive application
- ✓ Surface preparation
- ✓ Wall fitting
- ✓ Grooving
- ✓ Joining methods
- ✓ Heat welding
- ✓ Flexijoint
- ✓ Transition strips
- ✓ Thermoforming
- ✓ Best practices



- Warranty submittal
- Installation documents
- Detailed installation diagrams
- Cleaning + maintenance documents
- CSI / CSC specifications
- SDS documents
- CAD + BIM
- High-resolution swatch downloads
- Photo galleries altropics.com
- Sector knowledge
- Learning library presentations

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