



Designed for possibilities.
Made for people.



Designing for hospitality with floors and walls from Altro

A perfect blend of durability, safety and aesthetic



Designing for the hospitality industry

A multi-billion dollar revenue source, the hotel industry is constantly growing and evolving to accommodate its clientele.

To encourage repeat business and profitability, the entire guest experience needs to be as perfect as possible from stepping into the lobby to the eventual checkout.

As a result, the scope of hotel design has expanded beyond luxury and aesthetic appeal to incorporate elements that are increasingly important to today's guests in traditional spaces.

Hotel design encompasses three main area types: **public spaces**, **guest rooms** and **back of house**.

Public spaces

Consisting of lobbies, corridors, dining halls, fitness centers, spas and even pools, this category of spaces should reflect the hotel's unique personality while providing guests with a safe and hygienic environment.

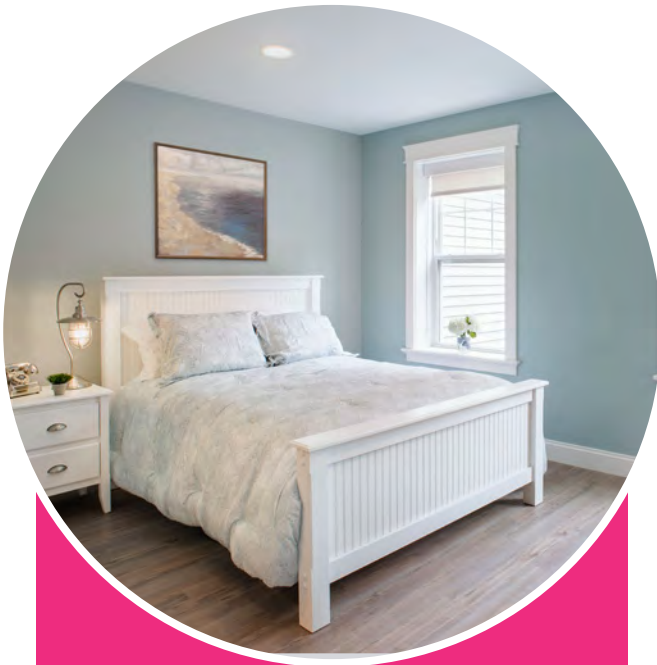
It is often the first space the guests see, so aesthetics and cleanliness are extremely important.

They are also areas with the most foot traffic; this means these areas are frequently subjected to more traffic and stringent cleaning regimes. The finishes used need to resist this wear and tear.

Slip resistance, comfort underfoot and bacteria resistance are all design elements to consider in these areas.

Key factors to consider:

- ✓ Aesthetically appealing finishes
- ✓ Natural finishes - wood, stone, etc.
- ✓ Durable floors and walls
- ✓ Stain and chemical resistance
- ✓ Slip resistance
- ✓ Comfort



Guest rooms

Noise reduction between rooms and cleanliness have become deciding factors in determining whether guests will return to a particular hotel.

Bathrooms in particular can compromise the space's appeal and easily harbor harmful bacteria that evade routine cleaning and maintenance.

Guest rooms should incorporate acoustics and hygiene into their design in addition to overall comfort and aesthetics.

Back-of-house

From kitchens and employee locker rooms to laundry rooms and storage, the top priority for back of house spaces should be providing staff with a safe and comfortable environment.

Slip resistance is especially crucial in kitchen and laundry room areas where liquid contaminants are more common and can become safety hazards.

Flooring products with ample cushion underfoot are also important for these spaces as they can potentially reduce fatigue in employees standing for long periods.

- ✓ Durable and low maintenance finishes are preferred
- ✓ Transitions between materials should be virtually seamless and hygienic
- ✓ Ensure flooring has adequate slip resistance for the different area types
- ✓ Kitchen flooring should only be installed by qualified trained installers

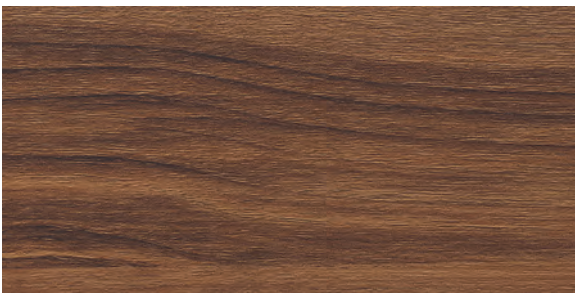
public spaces



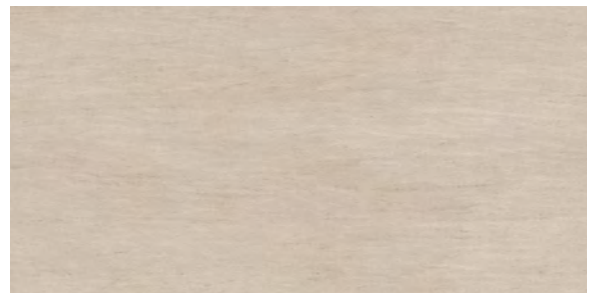
Lobbies

Responsible for making positive first impressions on guests, hotel lobbies provide an attractive, comfortable space for both work and socialization. Natural visuals and finishes work particularly well in this application to create a soothing, calm setting in which guests can unwind.

Recommended products



✓ **Altro Whiterock wall designs**
Designer patterns on durable panels



✓ **Altro Lavencia LVT**
Aesthetically pleasing, commercial grade LVT



Corridors

When considering flooring for widespread use throughout corridors, noise reduction and the ability to withstand constant foot traffic as well as rolling loads are essential. Coordinating walls should possess the same qualities with additional impact resistant to avoid cracking or chipping from carts and luggage.

Recommended products

- ✓ **Altro Whiterock wall designs**
Designer patterns on durable panels
- ✓ **Altro Lavencia LVT**
Aesthetically pleasing, commercial grade LVT
- ✓ **Altro Whiterock Chameleon**
Glossy wall panels in a bold palette
- ✓ **Altro Orchestra**
Comfort backed, smooth sheet flooring

Dining areas

Similar to other public spaces, dining areas should balance aesthetics and durability in their design. Easily cleanable products are equally valuable in these environments to counteract food and beverage spills, promoting hygiene and deterring slip and fall accidents.

Recommended products

- ✓ **Altro Whiterock wall designs**
Designer patterns on durable panels
- ✓ **Altro Symphonia**
Deceptively smooth, sheet vinyl flooring
- ✓ **Altro Lavencia LVT**
Aesthetically pleasing, commercial grade LVT



Fitness centers

Hotel fitness centers are intended primarily for casual workouts involving cardio exercises and light to moderate weight training. In these rooms, flooring products with ample comfort underfoot and noise reduction properties are the preferred choice

Recommended products

- ✓ **Altro Wood Comfort**
Comfort backed, wood-look sheet flooring
- ✓ **Altro Orchestra**
Comfort backed, smooth sheet flooring
- ✓ **Altro Walkway 20**
Durable, slip-resistant sheet flooring



Spa

Spa areas should convey relaxation through every design element. Utilize products with natural, calming visuals and noise reduction properties to provide guests with a truly soothing experience.

Recommended products

- ✓ **Altro Lavencia LVT**
Aesthetically pleasing, commercial grade LVT
- ✓ **Altro Wood Comfort**
Comfort backed, wood-look sheet flooring
- ✓ **Altro Orchestra**
Comfort backed, smooth sheet flooring



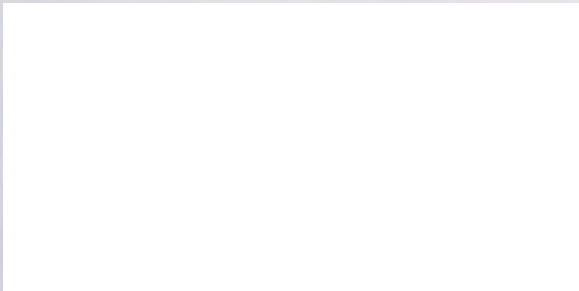
Pools + wet areas

The safety of both guests and staff alike is the highest priority when designing hotel pools. Flooring specified for these areas should provide ample slip resistance, as guests spend a majority of their time walking across slick surfaces barefoot. Hygienic products are recommended to prevent excess moisture and bacteria from accumulating.

Recommended products



✓ **Altro Marine 20**
Safety flooring for wet environments



✓ **Altro Whiterock**
Durable, hygienic wall system

guest areas





Guest rooms

Noise reduction between rooms and familiar aesthetics contribute to the decision to return to a hotel. Utilize products with a thicker backing and realistic visuals to provide a quiet, comfortable environment that makes guests feel relaxed and welcome during their visit.

Recommended products

- ✓ **Altro Lavencia LVT**
Aesthetically pleasing, commercial grade LVT
- ✓ **Altro Wood Comfort / Acoustic**
Comfort + acoustic backed, wood-look sheet flooring
- ✓ **Altro Orchestra / Altro Serenade**
Comfort + acoustic backed, smooth sheet flooring

Bathrooms

Hygiene is the top priority when designing guest bathrooms. Though ceramic tiles are a common option in these areas, they are susceptible to cracking and chipping while porous grout can harbor harmful bacteria immune to routine maintenance. Products with smooth, consistent surfaces offer improved durability and are easier to clean efficiently.

Recommended products

- ✓ **Altro Lavencia LVT**
Aesthetically pleasing, commercial grade LVT
- ✓ **Altro Wood Comfort / Acoustic**
Foam + acoustic backed, wood-look sheet flooring
- ✓ **Altro Orchestra / Altro Serenade**
Comfort + acoustic backed, smooth sheet flooring
- ✓ **Altro Whiterock**
Durable, hygienic wall system

Kitchens

Kitchen walls and surfaces must adhere to strict hygiene standards to ensure the safety of guests and staff. While quarry tile and epoxy alternatives may be common in these settings, they are not necessarily efficient. Both of these options are susceptible to cracking and chipping that can harbor harmful bacteria while simultaneously increasing the risk of slip and fall accidents among staff. To make matters worse, FRP panels used to cover kitchen walls can break upon impact and produce airborne glass fibers that can potentially land in a guest's food or drink.

Combining slip-resistant flooring with impact-resistant wall panels, Altro offers hotel kitchens a fully integrated system to create a safe, hygienic environment for both food and personnel. We have specifically designed our safety flooring and wall protection to address common kitchen issues including accidents, contamination, cleaning and maintenance.

Recommended products

- ✓ **Altro Stronghold 30**
3mm safety flooring for back-of-house areas
- ✓ **Altro Classic 25**
2.5mm safety flooring for back-of-house areas
- ✓ **Altro Atlas 40**
4mm safety flooring for back-of-house areas
- ✓ **Altro Puraguard**
Wall protection for back-of-house areas



before

back-of-house



offer



Altro Stronghold 30

Our safest flooring, achieving an R12 slip resistance rating.

Stainless steel protection

Altro recommends stainless steel panels for behind cooking lines and for equipment with excessive heat. Heat deflector plates are also available to protect Altro flooring from extreme conditions.



Walk-in coolers and freezers

Altro safety flooring may be installed in new or existing freezers and coolers. Altro Stronghold 30 is recommended to be installed in freezers that chill down to -22°F (-30°C). Our other flooring ranges are suitable in temperatures at -4°F (-20°C) or above.

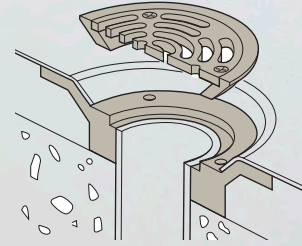
Altro Puraguard

Wall protection for your entire kitchen and subsequent back of house areas.



Drains and cleanouts

In new construction or when replacing drains during renovations, clamping ring style drains should be utilized, similar to what is shown. For existing drains and cleanouts, Altro recommends strainers and tops to be modified in the field by the flooring installer to create a clamping style transition.



Add some color

Create a feature wall to impress guests or up the aesthetic of your kitchen design. Altro Whiterock and Altro Whiterock Chameleon come in an array of colors.

Recommended products



✓ **Altro Stronghold 30**
3mm safety flooring for back-of-house areas



✓ **Altro Puraguard**
Wall protection for back-of-house areas



Employee areas

The employee areas category refers to any room that is accessible only to staff members. Break rooms, locker rooms and storage spaces are all included in this particular group.

Employee break rooms and locker rooms require slip-resistant surfaces that are easy to clean and maintain. Brighter palettes rather than neutral colors are especially helpful in these areas in terms of increasing morale among staff.

Recommended products

- ✓ **Altro Orchestra / Altro Serenade**
Comfort + acoustic backed, smooth sheet flooring
- ✓ **Altro Symphonia**
Deceptively smooth, sheet vinyl flooring

Storage areas

Storage areas can afford to sacrifice aesthetics for increased safety. In these applications, particularly those where liquid contaminants can appear, utilize finishes with higher slip resistance and additional padding in the event of an accident.

Recommended products

- ✓ **Altro Classic 25**
2.5mm safety flooring for back-of house areas
- ✓ **Altro Reliance 25**
2.5mm durable, slip-resistant flooring
- ✓ **Altro Puraguard**
Wall protection for back-of-house areas



IT room

In computer and server rooms, flooring with a static dissipative finish is essential to avoid static buildup that can potentially damage electronics.

Recommended products

- ✓ **Altro Walkway 20 SD**
Static-dissipative, durable sheet flooring
- ✓ **Altro Whiterock Textured**
Textured wall protection often used as wainscoting



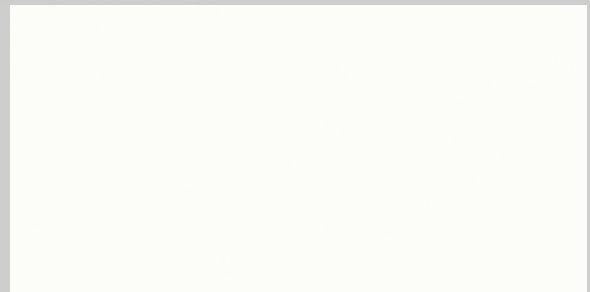
Laundry

Fluctuating temperatures in laundry rooms create moisture that can result in mold buildup as well as slip and fall hazards. Prevent this outcome by prioritizing flooring with ample slip resistance and walls with a heat welded impervious seam.

Recommended products



- ✓ **Altro Walkway 20**
Durable, slip-resistant flooring



- ✓ **Altro Puraguard**
Wall protection for back-of-house areas

national specifications

A photograph of a Marriott Residence Inn hotel building. The building is constructed of red brick with white window frames and a white gabled roof. The sign for the hotel is mounted on the brick wall, featuring the word "Marriott" in red and "Residence Inn" in white. A green tree is visible in the foreground on the right side.

Marriott
Residence
Inn



Altro is proud to be an approved sustainability partner of Marriott hotels and a Starter Member of the MindClick EH Index™. Products in this program have been reviewed and audited by MindClick to meet Marriott's rigorous social and environmental goals. These environmentally conscious goals include the sourcing, manufacturing, packaging and distribution of materials as well as their overall impact on guest health.

Hotel industry experience

With multiple installations worldwide, Altro provides the hospitality sector with an impressive variety of stylish and practical design options that promote the safety of both patrons and staff. Our flooring and wall cladding collections offer a complete interior solution that is sure to enhance the overall guest experience.

Our floor and wall products have become a staple of Marriott hotels, appearing in the national specifications for their Residence Inn and Courtyard locations.

Courtyard by Marriott specification

Food Prep Areas	
Flooring	Altro Classic 25 X2546R11 [Graphite]
Weldrod	WR86
Caulk	AltroMastic A1M86
Flooring cap	C4 - Cap strip for PVC/FRP panels C7 - Capping seal for drywall C8 - Captile strip for ceramic tiles on wall
Cove former	CF38R cove stick
Cove adhesive	Altro Contact tape
Adhesive	AltroFix 30
Drains and cleanouts	Clamping style
Edging	Gulley Angle GA 25/35 Gulley Edge GE25RE Gulley Edge GE35RE

Laundry, storage and engineering areas	
Flooring	Altro Symphonia PH2011 [Squall]
Weldrod	WR372
Caulk	AltroMastic A1M81
Flooring cap	C4 - Cap strip for PVC/FRP panels C7 - Capping seal for drywall C8 - Captile strip for ceramic tiles on wall
Cove former	CF20R cove stick
Cove adhesive	Altro Contact tape
Adhesive	AltroFix 30 if drain in the floor; EcoFix 20 if no drain in floor
Drains and cleanouts	Clamping style
Edging	Gulley Angle GA 25/35 Gulley Edge GE25RE Gulley Edge GE35RE

Residence Inn by Marriott specification

Food Prep Areas	
Flooring	Altro Classic 25 X2545R11 [Truffle]
Weldrod	WR153
Caulk	AltroMastic A1M239
Flooring cap	C4 - Cap strip for PVC/FRP panels C7 - Capping seal for drywall C8 - Captile strip for ceramic tiles on wall
Cove former	CF38R cove stick
Cove adhesive	Altro Contact tape
Adhesive	AltroFix 30
Drains and cleanouts	Clamping style
Edging	Gulley Angle GA 25/35 Gulley Edge GE25RE Gulley Edge GE35RE

Laundry, storage and engineering areas	
Flooring	Altro Symphonia PH2041 [Owl]
Weldrod	WR20
Caulk	AltroMastic A1M20
Flooring cap	C4 - Cap strip for PVC/FRP panels C7 - Capping seal for drywall C8 - Captile strip for ceramic tiles on wall
Cove former	CF20R cove stick
Cove adhesive	Altro Contact tape
Adhesive	AltroFix 30 if drain in the floor; EcoFix 20 if no drain in floor
Drains and cleanouts	Clamping style
Edging	Gulley Angle GA 25/35 Gulley Edge GE25RE Gulley Edge GE35RE

Let our knowledge and expertise in the diverse application areas within a hotel help you create a national specification for your brand.

additional considerations



Insurance

Hotel owners are responsible for their guests and can be held liable for any accidents due to negligence. Using products with high slip resistance, like Altro safety flooring, can help mitigate slip and fall accidents, reducing potential claims and lowering insurance premiums.



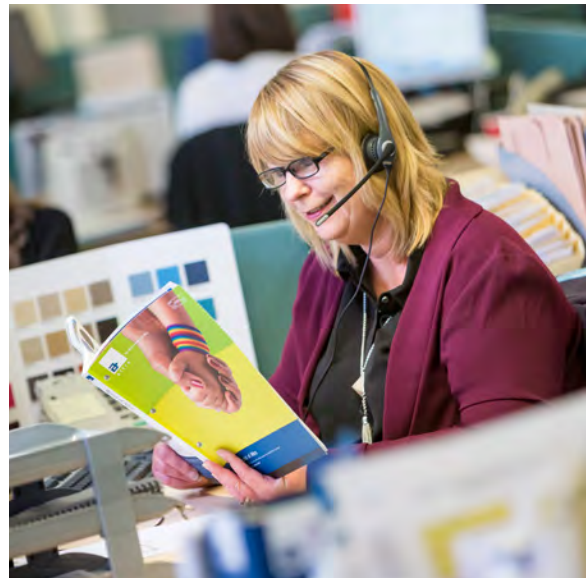
Warranties

All of our Altro flooring ranges are designed to withstand heavy foot and wheeled traffic without compromising their appearance or surface integrity. Each product is warranted to offer additional support throughout its lifetime.



Cleanability

We provide the necessary cleaning and maintenance supplies to keep our products looking good long after their installation.



Expertise

Altro has been at the forefront of innovation for 100 years. We work with architects, designers, contractors and end users to transform the busiest commercial spaces into thriving environments that enhance the guest experience - and better yet, our highly trained team are here to support you.

Hospitality design

Altro products can blend seamlessly into any aesthetic environment, they also work exceptionally well with commercial finishes from other sectors to create the exact look and performance you need for your hospitality space.

Photo credits: **Leather** mooreandgiles.com | **Glass** omnidecor.it | **HP Laminate** octopusproducts.com | **Textile** wolfgordon.com



Altro Wood in Honey Beech

Altro Symphonia in Madara

Altro Whiterock in Eau De Chic

OmniDecor Glass DecourFlou Design in Cannes

Moore and Giles Leather - Echo in Mountain Spring

Altro Dolce Essentials in Polenta

OctoLam Abstracts in Canyon Pistachio

Wolf-Gordon Textiles in Alluvia

updated 08/30/23



Altro Whiterock wall designs



Altro Lavencia



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