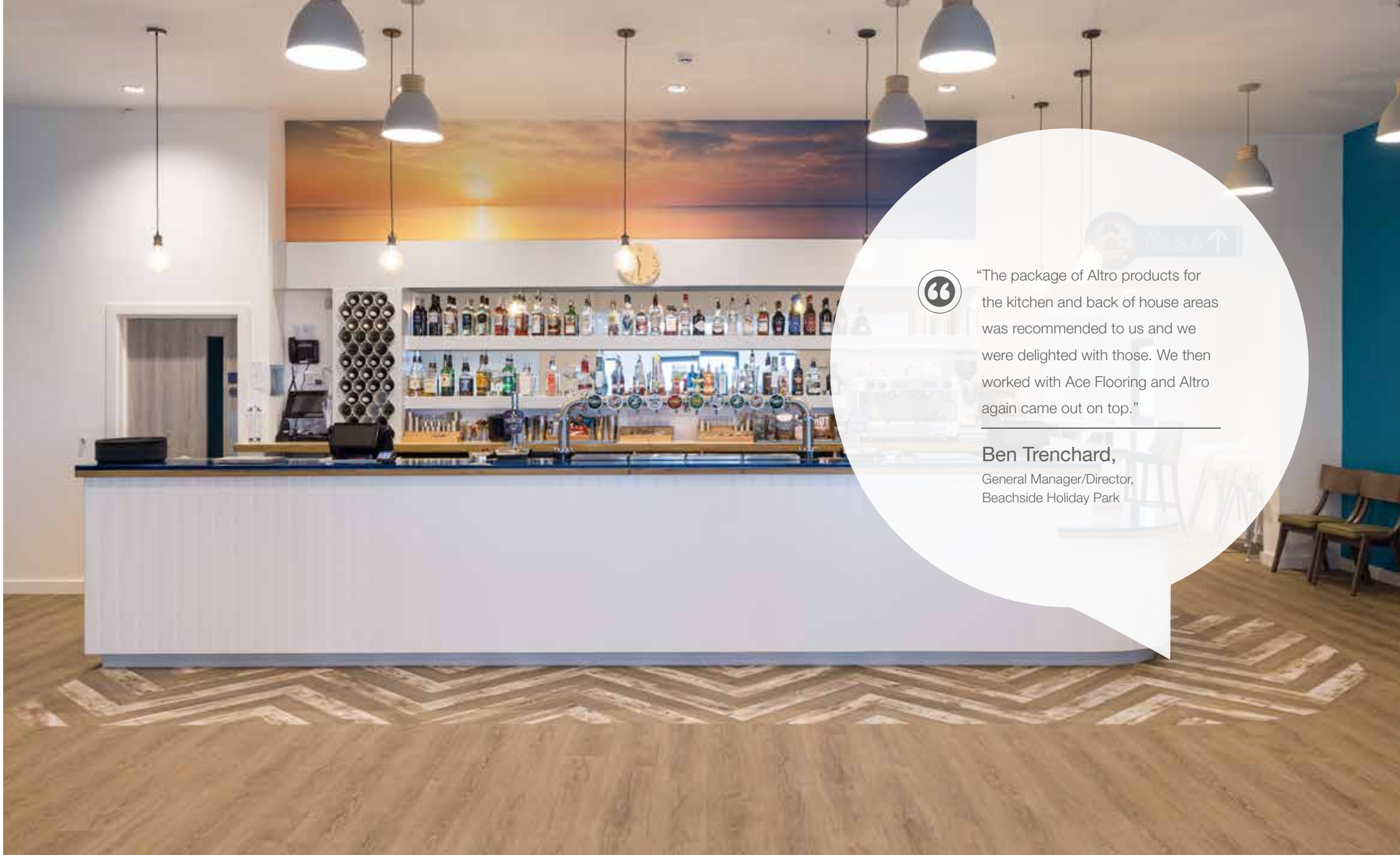


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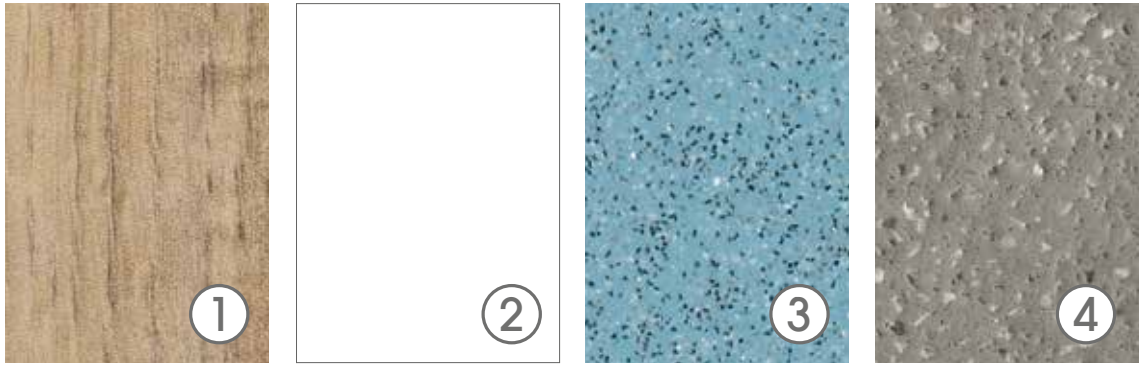
# Beachside Holiday Park, Cornwall

Altro floors and walls  
bring the seaside in at Cornish  
holiday park



“The package of Altro products for the kitchen and back of house areas was recommended to us and we were delighted with those. We then worked with Ace Flooring and Altro again came out on top.”

Ben Trenchard,  
General Manager/Director,  
Beachside Holiday Park



- 1. Altro Ensemble™
- 2. Altro Whiterock White™
- 3. Altro XpressLay™
- 4. Altro Crete™







altro

## Beachside Holiday Park, Cornwall

### Altro floors and walls bring the seaside in at Cornish holiday park

#### Issue

Beachside Holiday Park is a busy, seasonal, family business that recently celebrated its 60th anniversary. In response to customer needs, the team at Beachside Holiday Park was investing in a large refurbishment, to totally transform the main building, providing a new, spacious, cohesive reception, restaurant, bar and soft play area with an overall beachside theme. The refurbishment needed to be completed in time for an expected busy holiday season.

#### Approach

In the large reception, restaurant and bar area, flooring choice was vitally important to achieving the overall vision, with the team wanting to create a space that shouted sunny seaside, even if it was raining outside. Beachside turned to Ian Williams of Ace Flooring & Carpets on the recommendation of their main contractor. "We worked closely with Ben and the team at Beachside to make sure we got the look and feel they were after," explained Ian. The toilets and back of house areas also needed a refresh, providing customers and staff with hygienic and safe spaces.

#### Solution

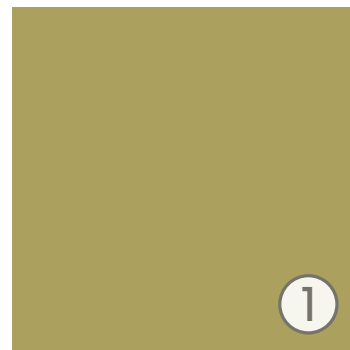
The Beachside Holiday Park needed a floor for front of house that provided longevity, durability, looked good and was easy to maintain. The team at Beachside Holiday Park and Ace Flooring worked together on this incredibly impactful space and selected two wood-look options of Altro Ensemble modular flooring. In the kitchens, Ace Flooring recommended the tried and tested combination of Altro Crete resin floor and Altro Whiterock hygienic wall cladding to deliver a robust, resilient and hygienic Hazard Analysis and Critical Control Point (HACCP) approved solution. In the toilets and throughout the back of house, the installation of sustainable Altro XpressLay™ adhesive-free safety floor reduced the downtime of these busy areas.

The design was so good, Ace Floor and the Beachside team were nominated for, and won, an Altro Design Recognition Award.

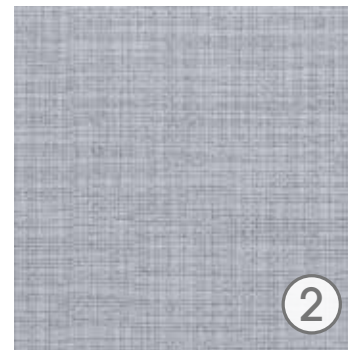


"If we could use Altro Ensemble on every job we would! It is so good to use, we describe it as 'fitter friendly'."

Ian Williams,  
Ace Flooring & Carpets



1



2



3

#### Looks great with:

1. Altro Whiterock Satins™
2. Altro Whiterock™ wall designs
3. Altro Wood™ adhesive-free

Altro Ensemble is a modular flooring system that gives you complete design freedom to create stunning floors for interior spaces.

Altro Whiterock is the hygienic alternative to tiles that's impact resistant, grout-free and easy to clean.

Altro XpressLay is ideal where safety, toughness and sustainability are the key drivers for your hard-working service areas, and delivers robust, good looks.

For your hardest-working environments Altro Crete offers durability, slip resistance and excellent resistance to a wide range of chemicals including organic acids found in foodstuffs.