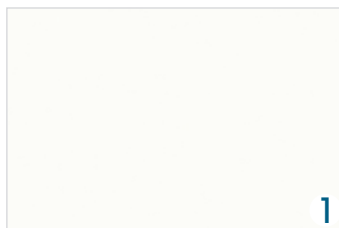




Fur Seasons Pet Resort and Spa

Fur real luxury

New Hampshire, USA



1. Altro Puraguard | Salt | W139/135
2. Altro Symphonia | Cicely | SY20006





Fur Seasons Pet Resort and Spa

Fur real luxury

New Hampshire, USA

Located on 10 acres in the heart of Rockingham County, Fur Seasons Pet Resort and Spa is a family-owned facility in Newfields, New Hampshire. Originally established in 1972, it proudly holds the distinction of being the largest pet kennel in the state. Despite its scale, Fur Seasons offers a warm, welcoming environment that combines expansive outdoor space with a cozy, personalized atmosphere for pets and their owners.

In 2024, new owners, Ronnie Pitocchelli and Tracy Porter took over the facility and saw an opportunity to elevate the entire experience. Their vision was to transform the Fur Seasons into a modern, luxury pet resort where care meets comfort in every detail. As part of this rebrand and renovation, selecting the right surfaces was a key priority.

“Altro was an easy choice,” says owner Ronnie Pitocchelli. “We needed surfaces that could protect the animals and our staff. But we also wanted it to look and feel elevated. We’re creating a luxury experience for pets. Altro helps us deliver that sense of comfort, cleanliness and care throughout every space.”

To achieve this, Fur Seasons worked closely with the Altro team to install Altro Symphonia and Altro Puraguard, products specifically chosen for their blend of durability, hygiene and style.

“We knew this renovation wasn’t just about looks, it had to last too,” said owner Ronnie Pitocchelli.

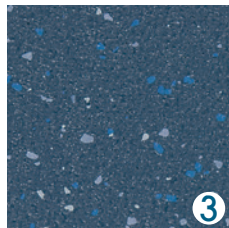
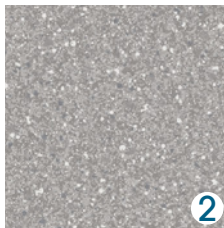
“With animals in and out all day, accidents happen and surfaces take a beating. Altro gives us the durability we need without compromising on aesthetics. It’s easy to clean, holds up to constant use and still looks just as polished as the day it was installed.”

Altro Symphonia was installed in the cat room, office, laundry room and bathroom. These areas experience high levels of foot traffic, daily wear and required surfaces that can stand up to claws and paws while being easy to clean in the event of spills and accidents. Altro Symphonia’s smooth, subtly glossy finish creates a polished, high-end aesthetic without sacrificing performance. Its sustained slip, stain and chemical resistance, abrasion protection and exceptional cleanability make it an ideal solution for this environment.

Altro Symphonia’s smooth, non-porous surfaces eliminate places where infectious diseases such as Bordetella (kennel cough), Parvo and feline upper respiratory infections (URIs) can hide. Their chemical resistance ensures they maintain integrity after repeated disinfection cycles, without harsh scrubbing that can wear down materials or cause fading.

In the grooming and washing areas, surfaces had to withstand constant moisture while maintaining cleanliness and visual appeal. For these spaces, Altro Puraguard wall protection was installed, with wainscoting in the grooming room and full-height panels in the wash area. This robust wall protection is water-resistant, easy to clean and designed to endure the rigorous conditions of daily pet care.

With Altro installed, Fur Seasons Pet Resort and Spa now delivers a safe, luxurious environment that reflects the highest standards of care for pets, their owners and the staff who serve them.



Coordinates well with

1. Altro Whiterock wall designs
2. Altro Cantata
3. Altro Reliance 25

