

altro

JDD Furniture (Joint Design Direction), Birmingham

Flagship showroom selects contemporary flooring



“We source our materials locally and sustainably, and we recycle as much as possible. Part of the appeal of Altro Illustra adhesive-free is that the materials are sourced from and the floor is made in Europe.”

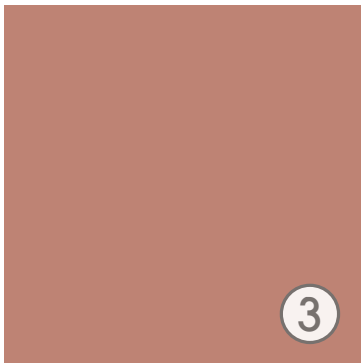
Joe Duffell,
Director of JDD Furniture



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2



3

- 1. Altro Illustra™ adhesive-free | Shrouded Mountain
- 2. Altro Illustra™ adhesive-free | Cobblestone
- 3. Altro Whiterock Satins™ | Clay





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Issue

JDD Furniture is a Birmingham-based manufacturer of hand-crafted, meticulously executed workspace furniture, using locally sourced materials with a strong commitment to sustainability. In 2024, JDD Furniture completed a full refurbishment of its flagship showroom in Birmingham's Jewellery Quarter. The refurbished showroom is used in a variety of ways – to host events, talks and of course to show off the products. JDD Furniture was looking for flooring that allowed easy change of layouts without worry of damage and met the company's high aesthetic and sustainability credentials.

Approach

Design concepts were developed for how the space should function, look and feel, and research into the best possible products to deliver that vision then took place.

Sarah Jennings, Altro Specification Consultant, worked with JDD Furniture on product selection. "With this being a showroom, we realised that what was going to be installed would likely be changed quicker than the intended life span of 15 years."

Solution

Altro Illustra adhesive-free was specified for the showroom owing to the products design-led aesthetics, and the ability to reduce project timescales, keep waste to a minimum and allow the flexibility to change the floor when needed.

Altro Illustra adhesive-free offers easy maintenance and durability, incorporating Altro Easyclean™ technology. Designed to withstand heavy foot traffic and resist stains, Altro Illustra adhesive-free is suitable for busy environments, and reduces the likelihood of maintenance and cleaning issues.

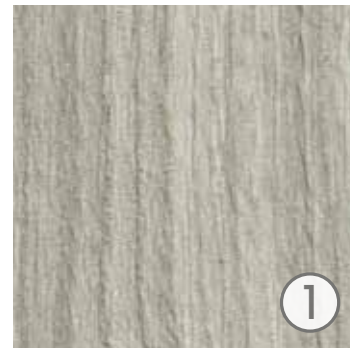
**Credit Fergus Littlejohn photography*



“

Altro adhesive-free flooring allows us to keep things fresh moving forward as we can change layouts without worry of damage. We chose Altro Illustra adhesive-free for its versatility and hard-wearing attributes.”

Joe Duffell,
Director of JDD Furniture



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2



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Looks great with:

1. Altro Wood™ adhesive-free | Timeless Oak
2. Altro Whiterock™ wall designs | Warm Elegance
3. Altro Illustra™ | Bedrock

Altro Illustra adhesive-free is a DSDC accredited adhesive-free safety floor for where downtime is an issue and speed of installation is critical, avoiding adhesive odours is beneficial to wellbeing, easy access to subfloors is useful and uplifting / recycling the floor at the end of life is key.

Altro Illustra adhesive-free is low-maintenance, incorporating Altro Easyclean™ technology, a 10-year product guarantee and 15-year life expectancy.