



the future is safer with altro

## press information

### **ALTRO CELEBRATES SUNDAY TIMES BEST GREEN COMPANIES LISTING**

Altro, the company that developed the world's first safety flooring recycling facility has been officially ranked among Britain's top 60 green companies. The leading manufacturer and supplier of flooring and walling, has debuted in 36<sup>th</sup> place in the Sunday Times Green List 2009, making it the fourth greenest manufacturer in Britain.

Now in its second year, the competition is designed to encourage, acknowledge and publicise businesses and other organisations that have been striving to improve their environmental performance. Organisations that the judges believe are reducing their emissions and energy consumption, and which recognise the crucial role employees' play in making a company more environmentally responsible.

Richard Caseby, managing editor of The Sunday Times, said: "The 60 companies in this survey are all pioneers – enterprising, enlightened and fizzing with new ideas. All have a common sense of purpose about their corporate social responsibility.

"There may be plenty of environmental awards but this is the first that has both a robust methodology to measure environmental performance and a survey of each company's staff to find out whether the green sheen is more than skin-deep."

The Sunday Times worked with the leading environmental consultancy firm Bureau Veritas and the data analysts Munro Global, to develop measures of environmental performance that would encompass a wide range of organisations of different sizes, activities and environmental impact. This was incorporated into a two part assessment to test the credentials of the leading companies.

Judges were particularly impressed with Altro's Easyclean technology, which reduces the amount of water as well as chemicals required to maintain its products, reducing not just costs for customers but its own carbon footprint.

A summary of the staff surveys revealed that Altro employees believe the company is getting better at protecting the environment and is improving its eco impact, earning impressive positive green scores of 91% and 89% respectively. Energy awareness campaigns are held across the company's three offices and progress is communicated regularly (82%, a top 20 score for this question). Staff also receive regular eco updates (81%), understand the green implications of their job (81%) and how the business impacts on the environment (79%).

Richard Kahn, chief executive of Altro, said: "At Altro, responsibility is at the heart of everything we do and we are thrilled to receive such a prestigious award. Our ranking is a credit to the hard work and dedication of all our staff and is a testament to our culture, brand values and the way that we have all worked to shape the company.

As a manufacturer Altro constantly looks at ways to reduce its environmental impact in both its production processes and the way the organisation is run. Over the last two years the company has reduced its general landfill waste by over 25%, overall energy consumption by over 7% and water consumption has been reduced by 99% in the past 10 years.

In 2008, the company pioneered the world's first safety flooring recycling system. Previously it was thought impossible to be able to recycle safety flooring due to the abrasive nature of the aggregates the product contains which give safety flooring its signature slip resistance and durability. Thanks to the installation of the in house safety flooring recycling system Altro has not sent any waste PVC to landfill since mid 2007 and now recycles 100% of its factory waste PVC along with some installation waste.

Altro has also been working towards increasing the recycled content of its safety flooring products. As part of this work, the company has developed a process which allows recycled chip from its safety flooring recycling system, to be scattered onto the surface of the undercoat of certain products. All Altro safety flooring ranges contain up to 10% recycled glass, but now Altro Walkway and Altro Impressionist also incorporate this extra recycled PVC and now include up to 20% recycled content – 10% glass and 10% PVC chip.

This new process will divert waste from landfill and further increase the recycled content and sustainability of its flooring products.

Richard added: "The growing importance of sustainability has never been clearer, but we believe there is still a lot of room for improvement when it comes to taking responsibility for delivering sustainable buildings. We have never been a company to rest on our laurels and are already looking at ways to collect post installation waste onsite for recycling back into safety flooring products. Our next challenge is to address how post consumer waste can be turned back into new flooring."

**- ends -**