



Altro At Home In Habitat

AltroFlow

Habitat is a brand synonymous with stylish interiors. And when it came to refurbishing the flagship store on London's Regent Street, the high street trendsetter turned to interior surfaces specialist, Altro, to help create a new look with a real wow factor.

Following a 12 week refurbishment programme, the new store interior features a specially adapted pale grey resin floor covering from the AltroFlow range across three storeys, which highlights the colourful range of home furnishings and accessories available in store. Installed by Resintek Services Ltd, the new flooring is as practical as it is eye catching. Its smooth and seamless finish is hardwearing to cope with the wear and tear of a busy retail environment and is easy to clean and maintain, with no joints where dirt can build up.

The AltroFlow specialist resin system was specified by Habitat's non-executive Creative Director, Tom Dixon. AltroFlow is a flow-applied resin flooring for application to flat level floors, providing an easily maintained, smooth, seamless surface, with good chemical, abrasion and impact resistance. It is available in pure white as well as a range of vibrant colours and is also available where anti-slip performance is required. Both systems require the substrate to be treated with AltroPrime. AltroFlow is a three pack epoxy that is both solvent free and low taint.

"It's important for us to maintain the strong image we've built up on the high street and our flagship Regent Street store needs to have real impact. Combining great design with functionality is what Habitat has become famous for, and that's exactly the combination offered to us by the floor coverings we've selected too."

Martin Green, Habitat UK Support Manager

"We decided on a specialist version of the AltroFlow resin system adapted to meet Habitat's unique requirements. The resin system had to be durable, easy to maintain and, at the same time, aesthetically pleasing. We were confident with our skill set we could provide the correct system for Habitat to meet the retail demands of today and the future."

Grant Machen, Resintek Services Ltd

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