



# Altro Multiscreed

## Industrial Style Surfs Into Truro

Cool cutting edge style meets the hottest new designs in action sports goods at Rip Curl Truro, thanks to interior surface specialist, Altro.

The striking new store was recently unveiled featuring a steel grey resin floor by Altro to give a minimalist industrial look that complements the range of colourful surf and ski gear on offer. The metallic effect finish to the floor contrasts with a strong black Rip Curl logo at the store entrance.

The new eye-catching environment perfectly reflects Rip Curl's brand values by combining the very latest in design with practicality. The new flooring is both attractive and durable, offering a hardwearing finish that stands up to the wear and tear of the store's many customers and is easy to clean to keep the store looking at its best.

Altro Multiscreed is designed for use in areas requiring high impact and abrasion resistance, and is ideal for busy retail environments. It provides a hardwearing surface without needing to compromise on style. Available in a wide range of standard colours as well as bespoke designs, Multiscreed comes in a range of thicknesses offering medium to heavy-duty options.

*"As a leading provider of surf and ski wear and equipment we're at the cutting edge of sporting goods retail, and we demand the latest designs for our stores. Our customers are very style-conscious, so it's important that our store environment is as striking and practical as the goods on offer. The new Altro flooring is a bespoke design giving a strong minimalist look that perfectly complements our products. It creates the right first impression, stands up to the high demands of a retail environment and is easy to maintain to keep the store looking at its best."*

**Van Hatton, Director  
Rip Curl, Truro**

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