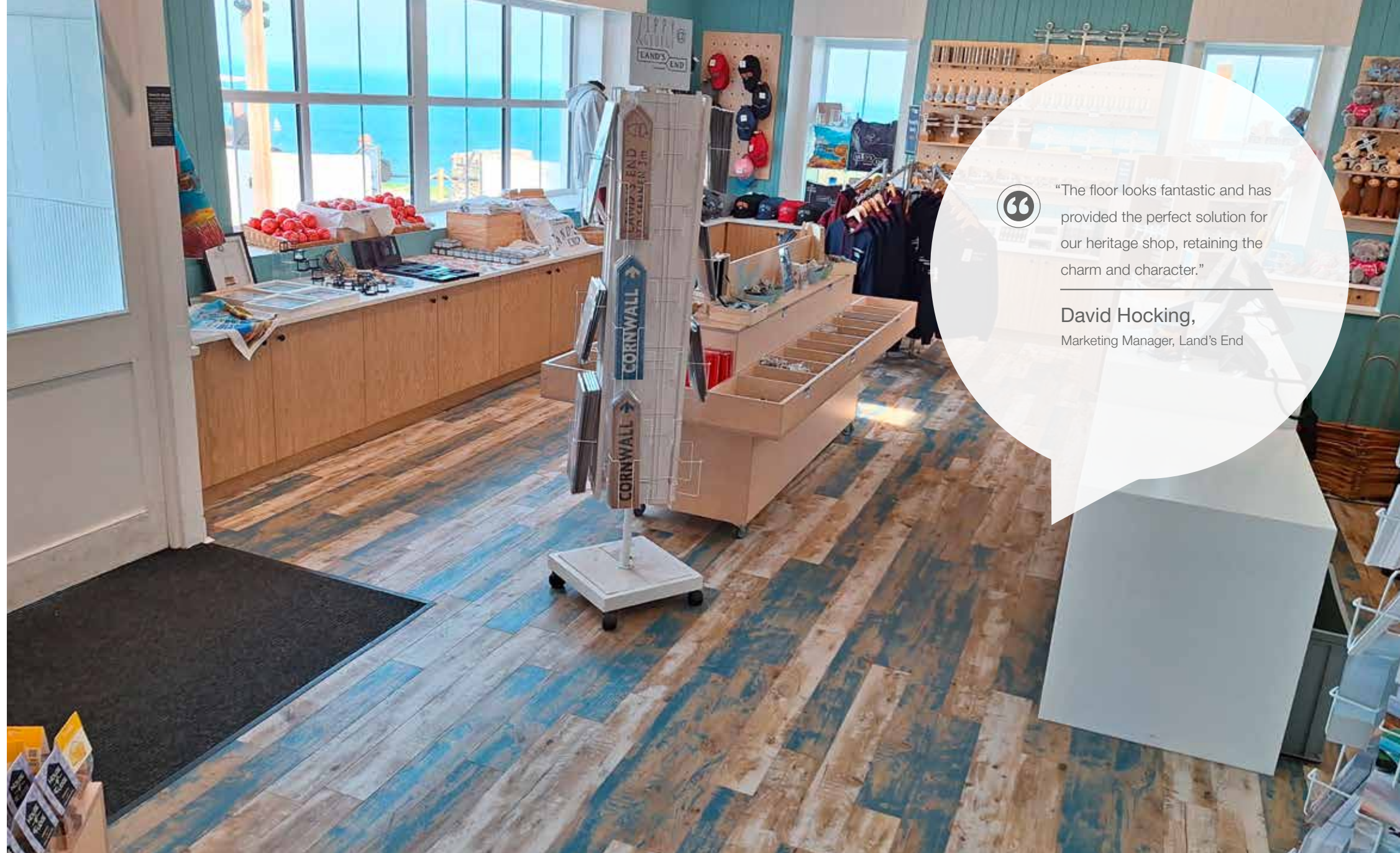




altro

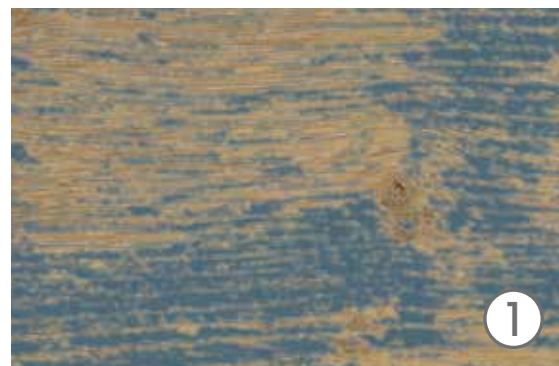
Land's End Penwith House Signpost Shop, Cornwall

Altro Ensemble fits rustic theme of famous, historic shop



"The floor looks fantastic and has provided the perfect solution for our heritage shop, retaining the charm and character."

David Hocking,
Marketing Manager, Land's End



1



2

1. Altro Ensemble™ | Blue Vintage Timber

2. Altro Ensemble™ | White Vintage Timber





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of famous, historic shop

Issue

The signpost at Land's End is one of the most well-known visitor attractions in the UK. Creating special memories for visitors at this world-famous landmark, the signpost has been made famous by the thousands of 'End-to-Enders' who have posed beside it after their remarkable journeys across the length and breadth of Great Britain.

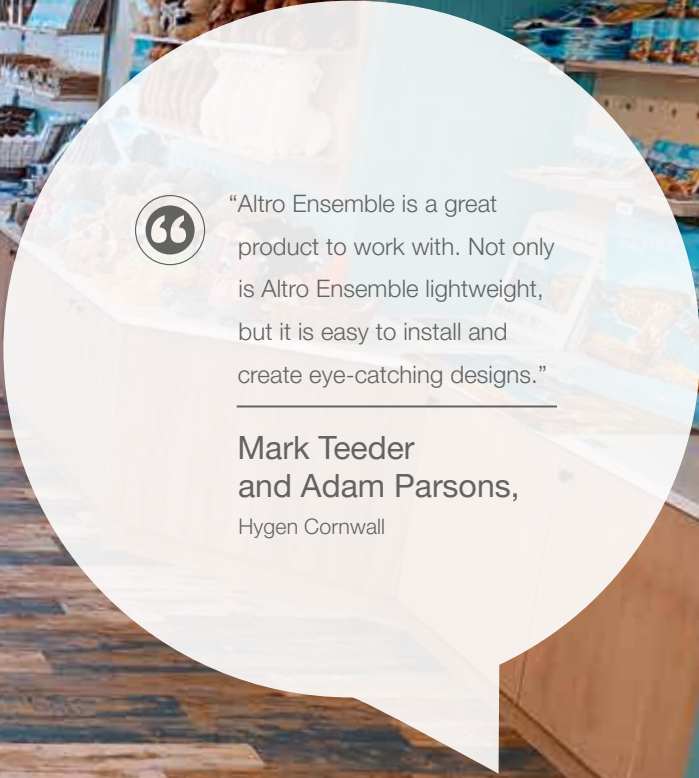
Penwith House, also known as 'The Signpost Shop' at Land's End is part of the attraction with thousands of visitors passing through the shop every year, purchasing a digital photo of themselves with the signpost and local souvenirs.

Approach

Undergoing a renovation, the shop required a durable floor that kept visitors safe from slips, was easy to keep clean, and fitted the historic nature of the building. Built in 1860, the shop also wanted to retain its rustic charm with a vintage, timber-effect floor that fitted the historic, nautical-themed interior.

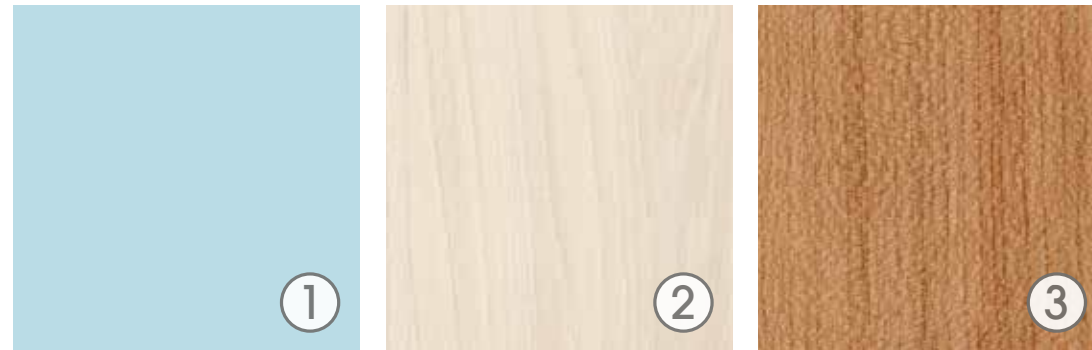
Solution

Altro Ensemble luxury vinyl tile, modular floor, in colour Blue Vintage Timber and White Vintage Timber was selected for the shop and installed in a unique mix and match design. Altro Ensemble provides a luxury feel together with comfort underfoot and impact sound reduction up to 15dB, making a great first impression for the busy public-facing area. Altro Ensembles improved surface protection and micro-bevelled edge smooths the transition between planks and tiles, minimising damage and providing ease of cleaning.



“Altro Ensemble is a great product to work with. Not only is Altro Ensemble lightweight, but it is easy to install and create eye-catching designs.”

**Mark Teeder
and Adam Parsons,**
Hygen Cornwall



Looks great with:

1. Altro Whiterock Satins™ | Clarity
2. Altro Whiterock™ wall designs | Soft Woodgrain
3. Altro Wood™ adhesive-free | Honey Maple

Award-winning Altro Ensemble is a luxury vinyl tile, modular flooring system that gives complete design freedom to create stunning floors for interior spaces. From herringbone to geometric patterns, the possibilities are as endless as your imagination.