

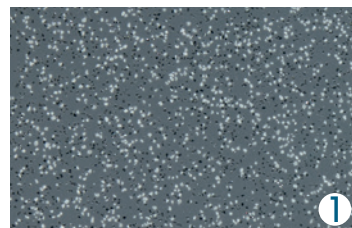


altro

Nanabette's Ice Cream

A sweet flooring transformation

Woburn, Massachusetts, USA



1. Altro Stronghold 30 AF | Dolphin | AFK3010
2. Altro Cantata | Brigadoon | CA2210



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Nanabette's Ice Cream has been a beloved family-owned and family-run business in the North Shore of Massachusetts since 2003. Named in honor of the original owner's wife, Bernadette, affectionately called "Nanabette" by their grandchildren, the shop has long been a community staple. Although both the original owner and his wife have since passed, their son has carried on their legacy, maintaining the warm and welcoming atmosphere that Nanabette's is known for.

The shop's original flooring was a mix of concrete and quarry tile. While it sufficed for many years, the shift from a seasonal operation to a year-round business with online ordering and delivery revealed the floor's shortcomings. The flooring's functionality, cleanliness, and aesthetic appeal began to become a significant problem.

According to the owner of Nanabette's Ice Cream, Jim Barrucci, "We were always struggling to keep the floor clean. You had to actually get down on your hands and knees with a scrub brush because the grout would start to carve out nooks and crannies. It was becoming really troublesome for me because we've gotten a lot busier, and we have more employees. The floor couldn't be slippery or damaged, and keeping up with replacing these tiles was becoming a giant pain."

With business rapidly and steadily increasing, and more employees working there than ever before, Nanabette's Ice Cream was in desperate need of an upgrade. To ensure the staff was safe from slips and falls, the ice cream store knew it needed to install safety flooring. However, with business booming, a lot of hard to move

machinery, and potential inventory loss they could not afford to shut down for the flooring renovation.

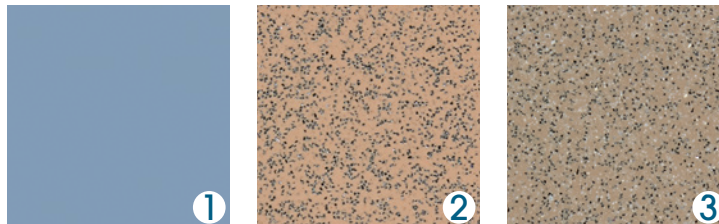
"For us, we couldn't close," explained Jim, "It's extremely important that once we start doing the deliveries that we have a consistent product and timeline for customers. The fear is if we closed, then our customers would find someone else to get their ice cream from and we won't be able to get that business back."

Working alongside Altro representatives and Yax Flooring, Nanabette's opted to install Altro Stronghold 30 adhesive-free and Altro Cantata. Altro adhesive-free flooring can be welded and walked on the same day, slashing downtime.

Altro Stronghold 30 adhesive-free is has exceptional scratch and scuff resistance for enduring performance, as well as features Altro's highest slip resistance rating and a comfortable 3mm thickness. The installation team began early in the morning and finished by 3 p.m. **the same day**, ensuring Nanabette's Ice Cream didn't miss its peak business hours.

"The Altro flooring has dramatically improved the look of our shop," said Jim. "It's multifunctional and slip-resistant, making the workspace much safer for my employees. I highly recommend Altro to anyone needing to replace their flooring, especially in a busy environment like a restaurant."

Flooring Contractor: Yax Flooring



Coordinates well with

1. Altro Whiterock
2. Altro Classic
3. Altro Xpresslay



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