



altro

Norwood Care Centre

Canadian healthcare facility chooses Altro

Edmonton, Alberta, Canada



- 1. Altro Whiterock | Standard White | W103
- 2. Altro Whiterock Matte | Pearl | FT41
- 3. Altro Whiterock Chameleon | Eau De Chic | 6605





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The Gene Zwozdesky Centre at Norwood Care, located in central Edmonton, offers a mix of programs built on a foundation of a social model of care. This new 40,000 square meter re-development project will provide services from post-acute care to complex long-term care with the goal of creating an environment that supports choice and autonomy, and where possible, independence.

As one of the largest public continuing care organizations in Canada, it was critical that the goals of Capital Care were tightly coordinated with the goals of Alberta Infrastructure and Alberta Health Services. Through close collaboration with the local Altro/Erv Parent team, each Altro product was meticulously selected based on the distinct requirements of each space, finding that balance between aesthetics and performance to create safe, healing environments.

Designers at Dialog specified Altro Whiterock, a standard for Alberta Health Service's Infection Prevention and Control teams, with a 40-year history of success where sterile environments are of the utmost importance. Altro Whiterock effectively withstands chemicals such as stabilized bleach, accelerated hydrogen peroxide disinfectant cleaner, bleach germicidal wipes and alcohol rub (hand sanitizer).

Altro Whiterock Matte was chosen for areas prone to scrapes and knocks as people pass. It is dense, impervious, and resistant to bumps. The lightly textured surface camouflages scuffs, keeping the wall area looking better for longer.

For spaces seeking a touch of color, Altro Whiterock Chameleon was selected as a backdrop, adding vibrant hues to upscale the area while upholding hygiene standards. Additionally, Altro Whiterock Whiteboard was added to nurses' stations and patient rooms. Altro Whiterock Whiteboard creates a custom dry-erase board, allowing seamless communication among staff and patients.

Guided by evidence-based design research that has shown exposure to biophilic principles can facilitate treatment in patients by alleviating anxiety, the designers wanted to incorporate some nature into the space. This prompted the inclusion of 84 panels of Altro Whiterock Digiclad due to its ability to display high-resolution calming scenic visuals onto hygienic Altro Whiterock wall panels. This customizable, decorative wall cladding provides a more personalized alternative to traditional neutral colors used in diagnostic units.

In the kitchen, Altro Stronghold 30 safety flooring was chosen for its exceptional slip resistance, even in the presence of grease, oils, and common contaminants, while also offering underfoot comfort, aiding staff who spend extensive periods on their feet.

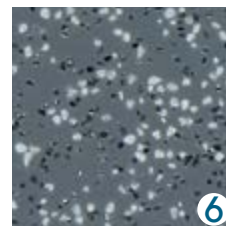
Owner: Alberta Infrastructure / Alberta Health Services
 Operator: Capital Care
 General Contractor: Clark Builders
 Architect: Dialog Edmonton
 Flooring and Wall Contractor: XMG Commercial Floor Covering
 Distributor: Erv Parent Co. LTD.



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- 4. Altro Whiterock Whiteboard
- 5. Altro Whiterock Digiclad
- 6. Altro Stronghold 30 | Dolphin | K3010

