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## ALTRO HELPS TRANSFORM ST JAMES' SWIMMING POOL

### Altro Whitecock Digiclad, AltroCast

Altro has helped to transform St James' Swimming Pool and Fitness Centre in King's Lynn as part of a major refurbishment.

Following a fire in May 2007, the Borough Council of King's Lynn and West Norfolk decided to use the opportunity to improve facilities at the pool, including a larger fitness suite and new steam room and sauna. Altro was brought in to create a stunning 75m<sup>2</sup> mural at the end of the pool using Altro Whitecock Digiclad – the largest installation of its kind in the UK.

Altro Whitecock Digiclad is a unique service that allows you to print your choice of image directly onto the product. At St James' Pool, a variety of graphics were used to create the stylish backdrop, such as bubbles, a giant wave and even the Borough Council's coat of arms. Durable cured inks are used to print the design, making the mural incredibly hardwearing and resistant to wear and tear in busy areas.

Within the changing area, Altro Whitecock Illusions was used to create curved shower pods as a striking design statement. Its semi-rigid nature meant that skilled fitters from Elite Interiors were able to bend the cladding without it shattering, before affixing it to the wall. The seamless finish of Altro Whitecock makes it ideal for this wet environment, as there are no cracks or grout for moisture to accumulate and so fewer places for bacteria to breed.

AltroCast Quartz was used for the changing room floors, a 4.5mm thick resin epoxy screed including decorative quartz for an attractive finish. AltroCast Quartz is specially formulated for areas where wet grip is required, assisting with the prevention of slips and trips within the changing area.

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*"As an Altro Premier Installer, we have vast experience of working with Altro Whitecock. However this is the largest area of Digiclad we have ever installed, covering 75m<sup>2</sup> of wall around the swimming pool, which made this an exciting project to work on. The design and printing onto Digiclad was executed perfectly by Altro at the factory, which helped us meet expected timescales when it reached the installation site."*

*"The curved wall in the shower area offered quite a challenge, but Altro Whitecock is an incredibly strong product, so we were confident we could achieve a stunning finished result. It's always good to know that Altro's technical support is there if we need advice on using a product in an unusual way, although I'm pleased to say we didn't encounter any such issues at this job."*

Lee Sherwood, Elite Interiors

*"The refurbishment allowed us to totally redesign the centre, which has significantly enhanced the wet side facilities for the community which uses the pool. Altro's products have helped to create an eye-catching environment which looks fantastic. Since the installation many of our visitors have commented on our vastly improved new look."*

Lucy Mellish, general manager at St James' Swimming Pool and Fitness Centre

Call 01462 707600

email [enquiries@altro.com](mailto:enquiries@altro.com)

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