

Challenges:

Altaterra believes that their journey towards sustainability begins with a shift in mindset. In their quest for sustainability, it is essential to transition from broad objectives to specific, actionable steps. 'WeCare' represents Altaterra's 2030 sustainability strategy, encompassing 11 objectives segmented into three distinct areas.

Impact:

Sustainability knowledge growth: Altaterra recognises that knowledge and education are crucial for both the company's and employees' sustainable futures. The Supply Chain Sustainability School has been instrumental in fostering skills and understanding in these domains, benefiting them in professional and personal settings. Altaterra motivates its employees to select webinars that pertain to sustainable work practices and any other topics of interest, emphasising that sustainability extends beyond the workday.

Engaging webinar participation: Altaterra has frequently participated in a variety of School webinars, with the Lunch 'n' Learn sessions being particularly popular due to their concise one-hour format that covers a broad spectrum of topics. The company has found the hosts and guest speakers to be consistently informative and receptive to questions. An added advantage is the ability to download presentation slides post-event, facilitating revisits to specific content and enabling distribution to a broader audience within the company.

Targeted learning focus: The School's assessments have sharpened Altaterra's focus on areas needing enhanced training and knowledge.

Flexible e-learning benefits: Altaterra has found the e-learning modules invaluable for delving into specific topics. These modules are well-structured, user-friendly, and offer flexibility, accommodating employees' varied schedules.

Value gained:

School membership: Altaterra has been an active member of the Supply Chain Sustainability School since 2016. The extensive array of webinars and online tools have assisted them in staying abreast of the evolving sustainability standards in the construction sector and ensuring their sustainability efforts align with customer expectations.

Membership has also reinforced Altaterra's dedication to sustainability, especially as trading partners increasingly seek suppliers with gold-level membership status.

Fact box



Company

Altaterra

No of employees

130

HQ

Fertod, Hungary

Website

<https://altaterra.eu>

Main contact

Girorgi Talakvadze

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Services

High quality and affordable rood windows and accessories.

About

Established in 2001, Altaterra is the European market leader within the private label segment and owner of the Dakea brand which focuses on the professional and housebuilding sectors. Altaterra is part of the VELUX Group yet operates as an autonomous entity and it is our commitment to create a sustainable business that is #CarbonNeutral by 2030.

Innovative packaging transition: A notable example of using knowledge gained from the School to adapt to customer demands pertains to sustainable packaging. In 2022, Altaterra transitioned its roof window and skylight packaging to a zero-plastic model. This shift encompassed enhancing the cardboard box design and substituting plastic elements inside the box with paper-based alternatives. Every component, from the screw bag to packing straps, transitioned to FSC paper alternatives. They also introduced a special carrying strap made of recycled material to the window frame sides, facilitating easier and safer transportation of larger windows by installers and roofers.

Implemented in early January 2023, these packaging changes mean that subsequent products will be shipped in these new boxes. As old stocks deplete, the UK market will gradually see this new packaging throughout 2023. This zero-plastic initiative aims to minimise on-site waste for housebuilders and developers, simplifying waste management for industry partners. The revamped packaging is not only significantly reduced in plastic content but is also recyclable. Its design allows for flat packing, which can further decrease waste management costs.

Future proofing:

In the future, Altaterra plans to consistently utilise the Supply Chain Sustainability School as a pivotal resource for attaining their sustainability objectives. They also intend to continue to leverage the School's online tools and modules, enabling the broader organisation to enhance their expertise and understanding.