

Bolidt flooring is like Heinz tomato ketchup

The eastern part of the Netherlands has had something special since 1958. The biggest Heinz factory built outside America is located in the town of Elst. Heinz is a multibillion dollar company that has become a household name due to a true classic: tomato ketchup. In 1876, this formed the very beginning of a growth that has led to Heinz now being a market leader in more than 50 world markets spread over 200 countries.

The [food industry](#) is one with a hidden world behind it. "No one grows ketchup like Heinz", as the multibillion dollar giant itself puts it, because of the enormous focus on healthy, fresh natural ingredients. Yet this is not the only focal point of course, since good products in the wrong environment have no chance of succeeding. The food industry is obliged to run a production process that fully complies with the prevailing standards, including those of HACCP (Hazard Analysis and Critical Control Points) and the ones to guarantee hygiene and safety. Without meeting all the requirements, food producers and processors would simply not pass the strict audits.

The Heinz factory in Elst had to call on Bolidt when the existing tiled floor started to crack in various places and a number of tiles had even come completely loose. Moisture and dirt lodged in the resulting holes and seams, which could eventually cause the formation of mould. Heinz had to deal with this problem immediately. Bolidt flooring systems provided the ideal solution. In a great number of areas in the factory, the old tiles have now been replaced with the seamless strong and durable synthetic [Bolidtop](#)[®] 700 and 300 flooring systems that more than meet HACCP standards. That is why Heinz continues to choose Bolidt, time and time again. The factory floor is spotless again. An added advantage is that Bolidt systems are proven to remain intact for many years and so to be a durable, high-quality solution. For that reason, Bolidt is a reputable, regular supplier of Bolidtop[®] systems to the food industry. Heinz also has its part in this and it will not be long before the factory is fully fitted with hygienic jointless Bolidt flooring. This is hardly surprising, since Bolidt flooring systems are the Heinz tomato ketchup in the field of industrial synthetic flooring.

