



New Alfix PlaneMix tailor-made for pools

Alfix has just developed a new strong pool and concrete repair mortar – Alfix PlaneMix S40. The use of “S” indicates that this new product belongs to the family of Alfix screeding mortars.

This specialist product is ideal for levelling/straightening in pools and for patch repair and re-profiling of all types of concrete, such as footings and staircases. Alfix PlaneMix S40 offers high adhesive and compressive strength. Suitable for both interior and exterior use.

[Read more about the product here.](#)

Alfix present at “SportsFair” – an entirely new constructional trade fair

For the very first time, SportsFair is held from 15. - 16. April 2015. SportsFair is specifically targeted advisors and purchasers of building materials for sports and leisure facilities – including pools.

“For more than 40 years, Alfix has produced and supplied innovative products and responsible constructional solutions for swimming pool tile systems in connection with projects in both Denmark, Norway and Sweden and hence, we should grab this obvious opportunity to demonstrate our well-founded know-how within this field”, says Technical Manager with Alfix, Allan Nielsen.

Alfix produces a broad range of both new and established products highly suitable for use in complex and demanding constructions, such as pools. Furthermore, the Kolding based company has built a very broad and well-founded technical expertise providing specifiers and constructors with tailored specification advice both prior to, during and upon tile fixing in pools, etc.

SportsFair pin points the construction of projects ranging from residential pools, private health and wellness clubs, spas, public leisure centres and gyms, olympic competition pools, etc.

Meet the Alfix specialist team at stand (D-3256), Messe C in Fredericia.





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- Allan Nielsen, Technical Manager with Alfix

Denmark's best skilled tile fixer uses Alfix

For the fifth year running, Alfix was main sponsor for the skill: Wall and Floor Tile Fixing at Skills Denmark, the Danish National Championship for skilled students.

Winner of Skills Denmark 2015 - Wall and Floor Tile Fixing – was Daniel Brodde Thomsen from Hirtshals.

The young winner from Northern Jutland took a lead in a fierce competition with 4 other highly qualified and skilled tile fixer apprentices from all parts of the country. Upon 3 days of hard and intensive work, the title was won at a large event taking place at the venue Bella Centeret in Copenhagen on Saturday 10th January 2015. The competitors were to solve a demanding tiling task, and the materials supplied for the purpose included a.o. Alfix Letfix tile adhesive and Alfix Cerafill 5 colour grout. About the Alfix products, Denmark's most accomplished and skilled tiling apprentice says:

"These products are simply outstanding, and my employer (Hæstrup Murerforretning, situated in Hjørring) also uses them for all types of tiling jobs."

Daniel is registered at the vocational school, EUC in Hjørring, and when asked about his favorite Alfix product, he sets off the cement-based grout Cerafill 10 colour for its fine workability.

Alfix congratulates the new Danish champion with the prestigious title won because of an impressive effort based on careful planning, dedication and professional tiling.



GREEN
BUILDING
COUNCIL
DENMARK

Prescribed Sustainability

Since 2000 Alfix has been an active member of the local CSR (environment and working environment) organization, Green Network. A membership now naturally supported by another green initiative.

Throughout the past 15 years, Alfix has worked in close co-operation with the CSR organization Green Network and this partnership is now extended with a membership of the organization Green Building Council:

"So far, our co-operation with Green Network has resulted in 6 comprehensive environmental reports, in which Alfix presents its ambitious plans of action for improvement of both environment and working environment in every step of production, sales and distribution. As part of an overall, long-term strategy, Alfix has now joined the organization Green Building Council, an organization that aims to promote the importance of sustainability within the building industry", explains Anders Bertelsen Toft, Director (COO) with Alfix.

As implied by the name, Green Building Council Denmark is a non-profit organization, exclusively aiming at the Building industry. Alfix thereby enlarges its commitment to preserve environment and improve working environment within construction, which will benefit all parties involved, such as own employees, craftsmen, environment and society as a whole.

"Furthermore, our membership of Green Building Council will bring Alfix even closer to professional specifiers to whom sustainability has become a mere hygiene factor in 2015, meaning that any absence of environmental concern is likely to result in refusal. Thus, sustainability becomes mandatory for suppliers of building materials in order to be even considered a suitable supplier when large contracts are put into tender."

With the award, Danish Building Industry Environment Award, won in 2012 and supplemented by 15 years of green dedication, Alfix is looking forward to exploring the new membership of Green Building Council and hence, contribute to even more long-term and sustainable constructional solutions.

Largest Danish fundraising campaign – Alfix participates again

For the fourth year running, Alfix donated DKK 20,000 to the great annual national collection named “Danmarks Indsamling”.

Under the head line “Against Injustice”, the huge show “Danmarks Indsamling” was transmitted by DR1, the largest Danish TV channel, Saturday 31st January 2015. 12 humanitarian organizations and DR raised funds to help people in some of the poorest countries in the world. In a worldwide co-operation, a number of aid and relief organizations have agreed on a set of goals to be reached by the end of 2015: bisection of poverty, free schooling for all children, and a significant reduction of the infant mortality rate.

As part of a declared Alfix CSR-strategy, we have chosen to support charity projects on a regular basis in order to meet the standards of a socially responsible company. For a number of years, Alfix has been a Gold-business partner with the Red Cross to support the humanitarian relief work throughout the world.