



## Alfix DuraPuds on EPS 80F

**Upon introduction in May, both craftsmen as well as merchants have given the 3 new Alfix DuraPuds products a warm reception.**

Click at the below-mentioned to see photos of some of the very first single-family houses insulated with EPS 80F and subsequently rendered with Alfix DuraPuds.

[Click here](#)



## An Alfix classic seen in a different light

**Mikael Noe, our latest colleague in the Technical Services Department (tile fixer and construction manager) was immediately excited about Alfix ReadyFlex, as he became familiar with the ready mixed adhesive for the first time last autumn.**

"Alfix ReadyFlex ought to be obligatory in every tile fixer's car. To me, this particular product offers a number of advantages for those tiles fixers who have many small and different jobs during a work day. When moving from one apartment to another, the tub will come in really handy. No water needed for mixing; no mess and on top of all; no waste. The tile fixer is ready to commence work immediately and once finished, the tub is easily reclosed again, and ReadyFlex will be ready for the next job" Mikael Noe tells.



Alfix ReadyFlex is a flexible, ready-mixed tile adhesive with a wide range of applications. It is a reliable product with far more options than limitations. ReadyFlex is extremely flexible with high adhesion strength, and the adhesive will come in handy on every building site. The product is available in 3 packaging sizes: 1.5 kg, 5 kg, and 15 kg plastic tubs. Introduced in 1988, Readyflex has proven a true Alfix star still claiming its present and future position within the Alfix product range. Just as the rest of our packaging, the ReadyFlex packaging has now seen a re-design and prospectively, the ready-mixed adhesive will be delivered in a blue container – in line with our cement-based adhesives.

[Read more about ReadyFlex](#)

## Alfix at VM

**From 2 to 7 July 2013 the WorldSkills Competition was held in Leipzig, Germany.**

The Alfix sponsored tile fixer trainee, Søren Hvidberg Henriksen came in number 10 out of 24 international competitors in Wall and Floor Tiling. A result that calls for acknowledgement in every way. On top, Søren received a separate medal for "high performance workmanship". With his extremely quality conscious approach, the young Danish trainee has indeed demonstrated skills with Responsible strength!

[Click here](#)

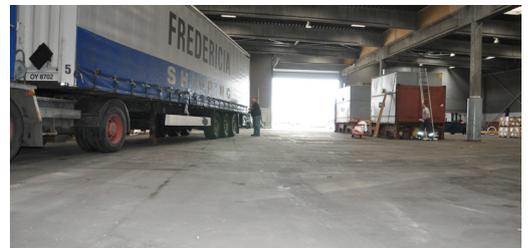
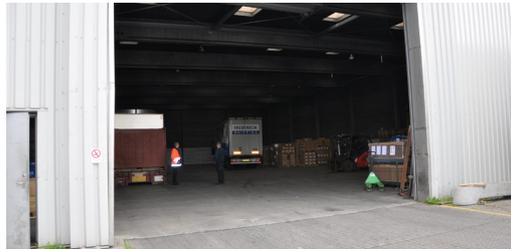


## Levelling compound resists heavy traffic

**At the company of Fredericia Shipping, situated at Fredericia port, Alfix PlaneMix 50 has been used to fill cracks and holes in an existing concrete floor in a large general cargo store.**

The floor is constantly exposed to heavy loads and mechanical stress from trucks driving in and out with goods. Several 16 ts forklifts are also operated on a daily basis in the store when loading trucks – wearing down the substrate.

The company has solved the problem by priming the holes with Alfix PlaneMixPrimer and subsequently leveled and smoothed the surface using Alfix PlaneMix 50. In spite of the extremely heavy traffic, the areas repaired are still intact 1 year later, which definitely proves the unsurpassed strength of PlaneMix 50. Alfix will most certainly come into use again if more holes need to be repaired, says Lars Kromann, Area Manager with Fredericia Shipping.



## New Sales Consultant to service the Eastern part of Denmark

**On 1 August 2013 Morten Bach-Pedersen began his new career as sales consultant with Alfix operating in the district of Zealand and surrounding Danish islands.**

Morten is 40 years old and a skilled tile fixer and bricklayer. While working as tile fixer, he was also engaged as part time fireman. Subsequently he has gained important sales experience from his employment with two large companies; Würth and Falck. Our new Alfix man is based in Frederikssund from where he will service retailers and contractors in his district.

We are happy to welcome Morten to the Alfix team. We feel confident that he will become an important asset to building sites, timber merchants, and to his colleagues in Kolding. Today, each and every sales consultant and technical advisor has a background as tile fixer or construction manager which ensures the entire team theoretical as well as practical experience and knowledge to draw on when providing the market with guidance

