



Årets Ejerleder 2018

Region Syddjylland



Regional
temaprisvinder

Hovedsamarbejdspartnere:

Nykredit

DANSK
ERHVERV

Mediepartner:

FINANS

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Alfix – award winner in “Confidence”

On 29th October Alfix won an impressive theme prize at the awards ceremony Owner manager of the year 2018 (Årets Ejerleder 2018) in southern Jutland.

The award took place at the accountancy firm of PwC in Vejle, and the award is initiated and sponsored by PwC, Dansk Erhverv and Nykredit.

“Naturally, we are proud and grateful for the impressive prize as regional award winner in the category of Confidence and we would like to thank the nomination committee for choosing us” so concurrently from Torben Carstensen Toft and Anders Bertelsen Toft – owner-managers of Alfix.

To be recognized for many years of intense work with values such as Trustworthiness (Confidence) and Responsibility pleases the owners particularly as these values reflect the commercial core of the Alfix business foundation. Today, commercial trustworthiness is no matter of course, unfortunately, but at the premises on H.C. Ørsteds Vej in Kolding value based management is a fully incorporated

and natural part of the everyday workflow and practiced in all steps of production. Value based management is probably also one of the main reasons for the high number of anniversaries in 2018: As much as 3 times 25-years-of-employment anniversaries and yet another 25 years and one 40 years during the next year. A remarkable high number when considering that Alfix employs 42 persons in total.

“We give our experienced, competent and loyal employees the credit for this award. Without their enormous contribution, commitment and skills there would be no Alfix, continue Torben and Anders with a respectful and loving reference to their father and grandfather, Hans Carstensen Toft, founder of the company in 1963.

The Alfix owners also took the opportunity to sincerely thank all their competent business partners, such as suppliers, customers, end users and others that have safeguarded the existence of Alfix for more than 55 years. Long-term relations - based on trust and confidence throughout the entire chain of values - are of crucial importance to the sustainability of the company. The Alfix slogan is “Responsible strength”, and this strength emerges from the co-operation with suppliers and customers nurtured by trust and responsibility.



Tile fixers' club – successful network

The first year of the Alfix Pro Club has been very exciting, and Alfix may look pleased back on its network launch which has already offered 2 successful events in Kolding and combined with a growing membership and general interest, this initiative supersedes any expectation.



One of the members makes the following comment on his membership: "As member of Alfix Pro Club, we are forced out of our daily routines to attend the events to receive extremely useful information and know-how. Just to mention an example, we have recently finished a tiling job with 120 x 120 cm floor tiles, and we were able to perform this demanding job very professionally because our latest meeting in Pro Club had dealt with exactly large-sized tile fixing. We already look forward to attending the next meeting and learning much more about the entire Alfix product range", says master builder Curt Skov from the company of Ærø Byg.

The overwhelming and positive feedback from participating club members pleases the Alfix team and confirms the need for a professional forum among bricklayers and tile fixers. "Our networking club has really been well-received and not only by local tile fixers. We have several members participating from northern Jutland and Seeland", explains Mikael Noe, technical project manager with Alfix.

The Alfix technical advisor, who has a background as both tile fixer and constructing architect, elaborates his satisfaction with sharing from his experience with construction and building technical subjects while listening to the many relevant input and questions from the tile fixers. According to Mikael Noe the main object of the club is the exchange of know-how via in-person-meetings supplemented with presentations from Alfix as well as "good friends of the house". So far, the Danish Building Research Institute (Statens Byggeforsknings Institut) and other manufacturers of building materials have delivered external presentations.

Alfix plans to conduct another Kolding-based club meeting sometime during spring 2019. Hereafter, Alfix plans to move the club into other regions of the country to arrange 3 further club meetings during the autumn season in order to meet demands from tile fixers outside the local region.

For registration – [press here](#)

