



## Sales Executive employed

**Claus Bernd Høgdal has now been employed as head of the Alfix Sales Department with start on 1st June 2017.**

For the last 6 years, Claus held a position as sales manager with the company of Novopan Træindustri. And before that he was managing director and sales executive with the company of Plannja.

“Claus is known to be a very spirited and experienced sales manager due to his many years within the Danish and Nordic building trade – we look forward to establishing a strong co-operation”, says Anders Bertelsen Toft, COO.

The new member of the Alfix staff brings along a well-assorted sales toolbox resting on solid theoretical grounds consisting of a MSc in Economics and Business Administration from Aarhus University. Claus lives in Højbjerg on the outskirts of Aarhus. His favorite leisure activities are mountain biking, hunting and badminton.

During summer, Claus will be introduced to the various business procedures in our company and gradually, all sales responsibility and tasks will be handed over to him. We welcome Claus to Team-Alfix!



## New film about the best friend of approved facade installer

**The popular render Alfix DuraPuds 710 has become widely visible in the townscape – both in connection with refurbishment of existing buildings and for new build.**

DuraPuds 710 is typically used as bonding key and thin-coat rendering or as reinforcement with fiberglass mesh. Both owners and contractors have given this strong and durable product a positive reception – DuraPuds 710 may be used as topcoat or as preparation for further treatment, such as the extremely long life silicone resin-based façade paint Alfix DuraDec 8000SR.

[See film](#)



## New web-launched technical specifications

**At the front page of [alfix.com](http://alfix.com), the main menu “Technical Service” offers specific technical guidance – whether in writing or oral.**

If consulting the Danish version, a number of ready-to-use specifications turns up, tailored to a variety of constructional themes, such as industry, natural stone and swimming pools, plus the latest examples, which focus on garage- and industrial floors as well as design floors.

“It is our prime goal to produce as many freely available, high-quality technical specifications for our users as possible. It is our experience that both specifiers and contractors benefit from our instructions and hence, we have given the preparation of even more new specifications a high priority” explains Allan Nielsen – head of the Technical Dep at Alfix.

The wide and thorough range of technical specifications offers insurance and safety to both specifiers and contractors ensuring all parties involved that the optimal Alfix solution has been used for each new project.



## Nordeas new main office in Copenhagen – with Alfix!

Nordeas new main office is situated in Ørestaden, an upcoming new part of Copenhagen, known for its many architectural master pieces. The building has been awarded with an internationally acclaimed environmental certification, based on building materials among others.

For the impressive natural stone tilings, the following Alfix products have been applied:

- Alfix Primer – for wet rooms
- Alfix ProFix – flexible tile adhesive
- Alfix CeraFill 16 classic – universal grout

Tiling is performed by the Danish contractor Odorico Gormsen from Dragør. The building has been drawn by the company of Henning Larsen Architects.

