



Spring mood in the masons' club

On Friday 10 May 2019 there was another meeting of the Alfix Pro Club – a club for professional masons.

The topic for the day was screed flooring/designer flooring, and there was a lot of interest from masons throughout the country. The event was fully subscribed, and the perfect balance of theory and practice generated some very positive feedback from the participating craftspeople. We really appreciate this kind of feedback.

There were contributions from Alfix employees involved in sales, technology and lab work, as well as an interesting external speaker from the Danish Technological Institute, Tommy B. Jacobsen. He talked about concrete and screed structures.

Upcoming club meetings!

The number of club members far exceeded our expectations in the club's first year.

"We have received really positive feedback from people attending our first meetings, so we are now extending the concept and plan to travel the country with three Pro Club meetings in the late autumn of 2019. Possible destinations at the moment are North Jutland, the greater Copenhagen area and Bornholm," says Alfix CCO Anders Bertelsen Toft. Details to follow.

Signing up to the club

Are you a mason, and have you signed up to the Alfix Pro Club yet? If not, do it now by sending an email to our marketing coordinator Steen Thrysoe at sbt@alfix.dk. There is no charge for membership or for attending meetings, and Team Alfix guarantees reliable networking with other discerning masons, combined with specialist input from Alfix and external guests.

[View a short video about the last club meeting here!](#)

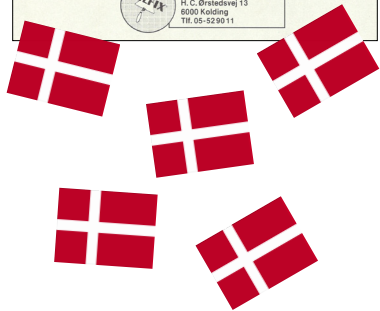
56th birthday

1 May 2019 marked 56 years since Alfix was founded by Hans Carstensen Toft in Kolding.

Today, as in 1963, we aim to create peace of mind for our customers. According to the old advert reproduced here, the strong bond to the substrate and tiles was key to our first product – Alfix Universal Mortar. The tiles stuck to the wall, much to the relief of clients, craftspeople and builder's merchants. Alfix Universal Mortar was a strong and popular tile adhesive (a good and fast bond) blazing a trail for today's products from Alfix but also from other manufacturers.

Now, in 2019, the strong bond created by the products still constitutes the essence of Alfix. 56 years of experience support the overall package with peace of mind from Alfix: responsible building systems that stand the test of time, long into the future.

We are still here as a family-owned Danish manufacturer. We are in good shape, with lots of exciting initiatives as we journey on. We are grateful for the support of all our good customers, other important partners and our highly skilled and loyal employees!



Alfix systems are used in a luxury hotel in Trondheim

After three years of painstaking renovation, the grand old Hotel Britannia in Trondheim, Norway, is now ready for a new golden age. The hotel dates originally from 1870 and is among the very finest luxury hotels, offering traditional English high class with a modern twist. The hotel boasts 5 stars.

Responsible building systems were brought in from Kolding in Denmark, and the following Alfix products were used: Alfix 1K and 2K sealing compound, Alfix PlaneMix 20 levelling compound, Alfix LetFix and ProFix tile adhesive, Alfix CeraFill 10 colour universal grouts and Alfix M-Silicon highly elastic sealant.

The Alfix products were supplied by Modena Tiles Trondheim. The contractor responsible for the restoring this impressive hotel was Johannesen og Hagen, and the client was Odd Reitan, the successful businessman who founded the Rema chain.

[See more photos here!](#)

Award-winning bank building uses Alfix for facade renovation

The Arbejdernes Landsbank building in Rønne on Bornholm has just been honoured with this year's award for beautiful and well-executed restoration. The award was given because of the beautiful and authentic restoration of the building facade's historical appearance – a pat on the back for the architect as well as the craftspeople.

The facade renovation of this fine old bank building used Alfix DuraPuds 710 (adhesive and thin render) and Alfix DuraDec 8000 SR (silicone resin paint) in the colours White and Oslo. The work was done by the company Futurae.

[Read more about our long-lasting render and paint products here!](#)

