



## Meet TV celebrity Lindy and Alfix at Byggeri '16

**Byggeri '16, the largest Danish construction trade fair, opens in Fredericia, Messe C on 1st- 4th March 2016, and this year Alfix will be accompanied by the cheerful tile fixer Lindy Aldahl known from a Danish reality show.**

"I have always used Alfix – they are simply the best Danish building materials for tile fixing and facade rendering", says Lindy based on his position as loyal Alfix user and self-employed tile fixer in the name of Aldahl Byg.

Our current spring campaign "Real tile fixers use Alfix!" has a direct reference to the popular TV series "Real men" encountering a group of craftsmen from Northern Jutland with Lindy in a performative lead of many of the shows.

We look forward to receiving you at our stand no D-6320 from 09.30 am to 05.00 pm every day throughout the fair period. Apart from Lindy and a presentation of our latest product news, Alfix – as always - offers a working stand demonstrating real use of our products. We would also like to make an offer for a cup of sustainable coffee brewed and served by our skilled barista.

## New green natural stone adhesive nominated for the Danish Building Industry's Environment Award

**Alfix QuickFix premium is a new rapid-setting natural stone adhesive, which is introduced at Byggeri '16. Due to its consistently eco-friendly and working-environmentally friendly properties, the tile adhesive has been nominated for the attractive award.**

As indicated by the name, our latest innovation is a high performance rapid-setting adhesive placed in the premium segment – a true high quality product. The adhesive has been developed and produced in strict consideration of environmental concerns just as we have chosen to assign high priority to the working environment of the end users.

Due to the addition of light fillers, QuickFix premium offers easy mixing and fixing, and the light fillers ensure a good workability. Further, Alfix PremiumFix is designed to prevent or reduce the risk of both discolouration and efflorescence, which is a very significant advantage. Efflorescence is a common phenomenon in terms of natural stone applications – a failure often caused by use of an adhesive not suitable for the job. QuickFix premium is suitable for interior use in both dry and wet locations and ready for foot traffic and grouting after only 3 hours, hence saving the tile fixer valuable time at the building site. Finally, the new Alfix tile adhesive holds by far the lowest emission within its class, EC1 plus – ensuring a healthy indoor climate. QuickFix premium is delivered in sustainable FSC-certified paper bags. Paper used for the bags originates from responsible and well-managed forests only.

In 2012 Alfix won the coveted Environmental Award on the grounds of a committed environment and working environment strategy. His Royal Highness, Crown Prince Frederik, congratulated the company as he presented the diploma. Whether Alfix QuickFix premium will secure us this year's green award depends completely on the nominating committee. Green is the colour of hope – and hope is definitely green in Kolding.



## Product news: Rapid-setting Alfix natural stone grout

**Alfix QuickFuge 8 premium is the name / sister product of the new natural stone adhesive Alfix QuickFix premium. The grout sees its very first market introduction at BYGGERI '16.**

QuickFuge 8 premium is suitable for receptive and moisture sensitive natural stone, such as marble, and may be used for all kinds of ceramic tiles, quarry tiled and mosaics. Indicated by the name, this is a rapid-setting, premium quality and high-end grout. The product prevents discolouration and efflorescence challenging the final appearance when applying receptive natural stones. The grout also offers water and dirt repellent properties, which is highly appreciated by the owner who saves frequent cleaning of the tiled area in order to preserve original appearance.

To the tile fixer, the application of QuickFuge 8 implies rapid setting and completely filled joints even when grouting fully vitrified tiles. The grouted area is ready to receive foot traffic after only 3 hours. Completion of work can be made in short time with a strong and durable result.

Alfix QuickFuge 8 premium is available in 4 beautiful colours: Steel grey, Graphite, Black grey, and Jura beige. Packaging is 5 kg PE lined, FSC-certified paper bags.







*It has been a real pleasure to learn how this year also revealed a very high level among the participants*  
- Anders Bertelsen Toft, VD (COO) i Alfix.



## Alfix supported DM in Skills for the 6th year running

**Once again, Alfix was main sponsor for the skill "Wall and floor tile fixers" at this year's Danish National Championship for skilled students.**

Alfix wishes to assume responsibility for the education of young tile fixers and hence, Alfix supplies a range of solid Danish products for use during the competitions. Alfix supports the organization both financially and by delivering a number of products in need to prepare for and solve the tasks assigned.

"At this year's DM in Skills the competitors have tiled with Alfix Letfix less dust, our flexible and dust-reduced adhesive. Grouting was subsequently made with the universal grout Alfix Cerafill 10 colour. It has been a real pleasure to learn how this year also revealed a very high level among the participants, and we are happy to see how this event highlights high quality craftsmanship and the many possibilities that may open to the young apprentices once they have completed a skill", explains Anders Bertelsen Toft, direktør (COO) at Alfix.



The large competition was held at Messe C in Fredericia on 4th – 6th February 2016, and the event received a noble guest, namely the Danish Prime Minister Lars Løkke Rasmussen, who presented the awards to this year's winners. Winner of the skill "Wall and floor tile fixer" was Frederik Nielsen (M. Thomsen Støtt Aalborg A/S) – Tech College Aalborg. Solid congratulations from Alfix.

