

## New Alfix website

**At the beginning of August Alfix launched a new contemporary and user friendly website which will support our brand towards retailers, craftsmen, specifiers, and private end users.**

### Latest technology

The site operates by the latest digital technology. The site is responsive indicating that it automatically adapts to any possible screen size offering visitors an optimum presentation of the web site content – regardless of visiting alfix.com by modern mobiles/smartphones with a small screen, tablets, or desktops. The new menu design eliminates the need for a site tailored specifically to smartphones with small screens.

### Technical Advisory

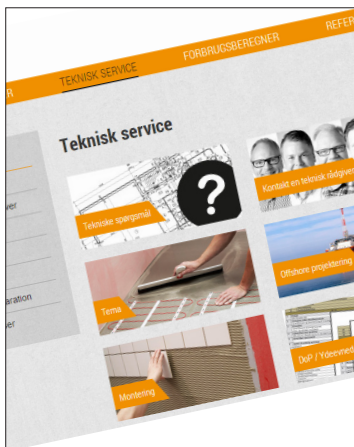
A new menu under the name “Technical Advisory” has been designed. The content of the menu should supplement Alfix’ strong and solid competence and experience within construction-related advisory to the building trade. Craftsmen and specifiers are provided with useful knowledge about a variety of subjects related to construction combined with easy access to a technical hotline for questions asked online or by phone – and each recommendation, whether given in writing or verbally, is supplied by our strong team of technical advisers whose knowledge rest on the same relevant background as skilled tile fixer and construction manager.

### Easy-to-use design

The visual design has been upgraded and given a higher priority on our latest site version. Managing Director Anders Bertelsen Toft explains: “We make use of more photos at our new site as consumer surveys conclude that users have different preferences when it comes to information seeking on the internet. Some prefer to enter via text links while others are more visually oriented. By meeting both preferences in the design of our menus and links, we feel confident that we have created a clear, manageable, and appealing site offering easy navigation for all our various interested parties.”

Hopefully, the market will appreciate the new Alfix site. For any questions or comments on the design or content of the site, please contact us at [alfix@alfix.com](mailto:alfix@alfix.com).

Please visit our new website – press here





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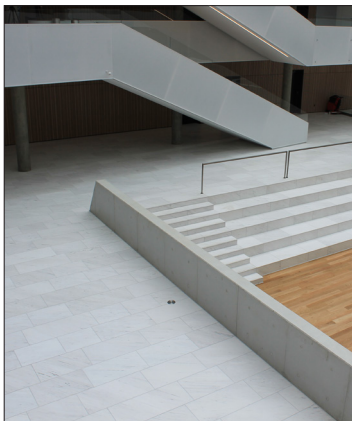
- Managing Director Anders Bertelsen Toft, Alfix



## Facade render and paint in many colours

DuraPuds 800 SR (ready-mixed finishing render) is now available in 21 beautiful standard colours and DuraDec 8000 SR (facade paint) is available in 22 colours. Colours outside standard range may be mixable according to need.

For colour range - [press here](#)



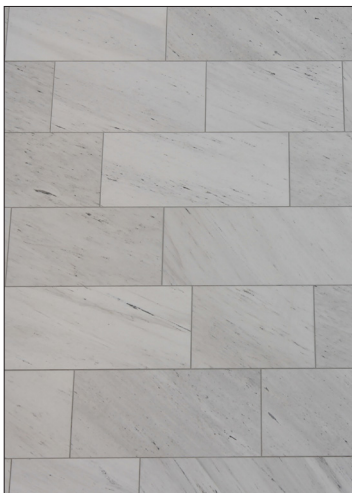
## Project reference: White marble sparkles at DSV in Taastrup

**Tile fixing experts from Londero Mosaik in Copenhagen, a specialist tiling company, have delivered an impressive piece of craftsman work with their installation of white marble at the residence of the large Danish transport and logistics company of DSV situated in Taastrup on the outskirts of Copenhagen.**

The marble stones, size 400 x 600 mm, have been fixed using the tile adhesive Alfix Profix which is our number one adhesive for large-format tile projects. Subsequently, tiles have been grouted with Alfix CeraFill 10 colour in order to obtain a visually uniform appearance and a durable result. The CeraFill 10 colour range offers a number of valuable features such as high surface strength and excellent water and dirt repellent properties, which will definitely prove advantageous in this busy domicile subjected to foot traffic and other activities around the clock. Furthermore, the grout demonstrates high colour stability – a wise choice for the owner who has required a high quality grout to match the bright colour of the stunning natural stones perfectly.

For more photos – [press here](#)

Read more about Alfix CeraFill 10 colour grout – [press here](#)





## Project reference: Exclusive home in Hellerup facade-rendered with Alfix

**This charming Hellerup villa from the 50'es appeared originally in yellow brickwork but as the joints were rather damaged due to years of exposure to weathering, the present owner decided to modernize the house and render the facade with white Alfix DuraPuds 710.**

Render coats have been reinforced with Alfix Reinforcement mesh which allows the facade to expand or contract and thus avoid any subsequent crack formation.

For more photos – [press here](#)



## High activity in the summer heat

**The more seasonal depending product ranges DuraPuds (renders) and DuraDec (paints) have also turned out to be a success during the summer of 2014 and complemented by a high demand for the classic Alfix products, these new facade renovation products have ensured a high level of activity at the factory in Kolding this summer.**

The photo shows a very large consignment of the tile adhesive Alfix LetFix, which along with the levelling product Alfix PlaneMix 20 a.o., has been produced, packed, and made ready for dispatch to a major Danish customer at the beginning of August. Employees at Alfix have all made an extra effort to carry out this exceptional order, but deadlines were naturally met – due to cautious and responsible in-house planning.

High quality products are now ready to ease the work for both craftsmen and users in a broad range of building projects during this year's last summer months.