

ALFIX[®]
Responsible strength



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Durable Facade Paint

The Alfix DuraPuds range of long life rendering products has been very well received in Denmark and throughout the rest of Scandinavia since launch autumn 2010.

Alfix is now ready to welcome another member of the façade family, namely Alfix DuraDec. Our new independent series of facade paints go by the name DuraDec and thus, the products both become a “sister” as well as an addition to the existing DuraPuds. The name originates from a constellation of the words durability and decoration. The introduction is paved by a cement-based façade paint named DuraDec cement. The paint is suitable for treatment of mineral substrates, such as bricks, lightweight concrete, concrete, and rendering. The product is also suitable for mortar washed brickwork and is available in the following 4 natural and attractive colours: white, pale grey, grey, and “skagensgul” (being a warm, deep yellow).

[Read more about DuraDec cement here](#)

Winner of Danish Building Industry’s Environment Award 2012

Given an active approach to environmentally friendly, green production and a constant focus on working environment Alfix has recently won the Danish Building Industry’s Environment Award 2012.

During the large TUN BYG 2012 construction trade fair, a committee consisting of 13 experts from the building trade pointed out Alfix as winner of the coveted price. And on top of the happy event, Alfix received royal congratulations as His Royal Highness Crown Prince Frederik presented the company with the award.

Subsequently, the Crown Prince visited the Alfix stand to receive a personal introduction to several of the company’s green initiatives. Since 2000, Alfix has initiated a strategy to environment and working environment in which environmental considerations have been given the highest possible priority in all processes, production, and products.

Alfix reuses approx. 80% of the raw materials used for cleaning in various production processes, which reduces the final amount of waste material intended for disposal considerably. Alfix is constantly engaged on finding new energy saving ways in order to lower the overall consumption of electricity, water, and heat. Further, Alfix systematically gathers and documents all green results and initiatives in thorough and acknowledged environmental reports.

Prospectively, Alfix aim at continuing the responsible journey towards a conscious reduction of the company’s environmental impacts while maintaining focus on a good working environment. During the next couple of years, Alfix plan to replace the heavy conventional 25 kg bags with 20 kg bags; a small step in terms of product innovation but a large winning for the working environment. Lightweight bags mean fewer heavy lifts to distributors, construction workers, as well as private end users.

[See more pictures from the construction exhibition TUN BYG 2012](#)





New packaging design with QR codes

The bag design for our product lines is about to receive a needed boost which also gives us the opportunity to meet an increasingly market demand for packaging solutions including QR codes.

Further to a new and more contemporary bag design, Alfix intends to simplify and standardize the future product colour system which entails that each product family is identified by one colour only. The colour system will be as follows:

Tile adhesives – “fix”: blue bags

Grouts – “fill”: black bags

Levelling compounds – “mix”: pale grey bags

Rendering – “puds”: dark grey bags

All tile adhesive bags come in the new blue colour. In future Cerafill grouts will be recognizable by an elegant black bag. Levelling compounds in the PlaneMix range and the rendering products of the DuraPuds family maintain their well known, classical pale grey and dark grey colour, respectively. Hence, new colours only apply to tile adhesives and grouts.

Each product within the 4 families will thus be recognizable by the colour of its name. “It is now our job to assist users and distributors in adapting the new system in which the colour of the product name becomes decisive. This system has already been successfully implemented for both PlaneMix and DuraPuds. Upon a short running-in period, we feel confident, though, that the market will give both the new design and the standardized colours for tile adhesives and grouts a positive reception”, announces Marketing Manager Anders Bertelsen Toft.

Further, he clarifies that the new packaging design is meant to establish a characteristic for Alfix products in general and for each individual family within the range in particular. The new system will ease recognition and make every single product distinguishable for the distributors when arranged on the shelves.

All bags will be printed with visible QR codes. Equipped with a smartphone, both distributors and end users are ensured easy access to all relevant information directly from the Alfix mobil site – regardless of personal location.

Full implementation of the new bags is expectable within the next 1-2 years as it is the plan to use the existing stock of packaging – in this way waste of valuable resources is avoided.