

Alfix donates surplus manufacturing materials to children

Alfix has given away a large amount of waste materials to children in our local community. A project that causes recognition both in public and private enterprises and which has been acknowledged a good example in terms of successful co-operation between companies and educational institutions.

In the municipality of Kolding a school class has recently received a number of waste production materials from Alfix to support teaching in the creative courses. Donations were given to newly erected center within the department for Children and Education called the "Treasury" which main purpose is to collect all sorts of surplus and waste materials from local companies and pass them on to institutions and schools within the municipality.

First year pupils at Ålykkeskolen were absolute pioneers on the project when receiving empty paper bags originally intended to serve as Alfix packaging for cement-based grout.

And grateful receiver and head of the "Treasury", Lisbeth Larsen, tells the following about first impressions and experiences:

"Each pupil was given an Alfix bag and subsequently skirts, tu tus, sleeping bags, monsters, animals, flags, and skyscrapers grew out of the bags. The children were totally absorbed with the creative process, and the bags became a turning point for sensing, experiencing, and learning".

From "recycling" to "upcycling"

According to Managing Director with Alfix, Anders Bertelsen Toft, this co-operation is part of a tendency or movement towards "upcycling" as opposed the more conventional concept of re-use. Upcycling covers the process of converting potentially useful waste materials into new products with new applications.

"To learn that empty grout bags have started new lives as flowerpots, elegant skirts, or colourful flags, should be seen as a cheerful master example of how to optimize or upsize existing resources; also known as up-cycling. Thanks to children's impressive imagination this packaging has been given new life, and it has been very satisfactory to contribute to such an innovative design process for children", says Anders BertelsenToft.

CSR-organisation acclaims the initiative

And further, the CSR (Corporate Social Responsibility) related business network, Green Network, has only words of approval on the co-operation:

"The donation from Alfix is a good example of how to convert a surplus of resources into tangible and useful products in order to benefit a segment less resourceful. If only more companies would realize that their "waste" may constitute someone's treasury, society as a whole could reduce its overall consumption of raw materials significantly and hence spare the environment", explains Managing Director, Kenneth Hald Jensen, Green Network.





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- Lisbeth Larsen, head of the "Treasury"

Alfix 1K and 2K in new packaging

The 2 Alfix sealing membranes, 1K and 2K, have seen a new packaging design. Tubs are now delivered with a background colour similar to the original 1K packaging; namely turquoise-blue.

Colours are chosen in accordance with the new system already applying to our bag range where each product group has its own distinctive colour which makes recognition easy when stored on shelves.

Instead of searching for a 2K sealing membrane in blue and orange and further for a 1K in turquoise-blue, it has now become sufficient to search for turquoise-blue tubs in order to locate the product group. To avoid mix-ups of 1K and 2K, respectively, packaging presents different photos and clear names. The new tubs are furthermore supplied with QR-codes guiding the user to valuable information – in exact line with our new bag design.

2K Sealing membrane is available in 2 colours – white and grey, which appears clearly from the tub as the large 2K letters are written on either a white or grey background to stress the membrane colour. Some tradesmen prefer a white membrane on grounds of working environmental reasons when working in small dark rooms during winter season.

For further information of Alfix tanking systems, read [here](#)



Reference: Exclusive home upgraded with Alfix render and paint

An old villa, situated in a fashionable part of Odense, now appears totally transformed upon a thorough rebuild and refurbishment. In accordance with owner's wishes, the project has been completed indoor and outdoor with use of supreme materials only – and Alfix DuraPuds and DuraDec were chosen for the facade.

The render system consisted of Alfix DuraPuds 810 flexible fibre render with Alfix Reinforcement mesh followed by DuraPuds 804 thin coat finishing mortar. Subsequently, the façade is painted with our latest innovation, DuraDec 8000 SR - white, a silicone resin-based facade paint. DuraDec 8000 SR is remarkable for its extreme durability, long life and high resistance to algae, fungus growth, and fouling. These valuable features convinced the owner who puts preservation of his elegant and strict newly-rendered façade at first.

For further information of Alfix DuraDec 8000 SR, read [here](#)

See film from the reference [here](#)





News from the organization

2. and 3. generation in Management

In April this year, 3. generation in Alfix, Anders Bertelsen Toft, obtained a new title and hence went from Marketing Manager to Managing Director (COO).

In 2003, he entered the board along with his sister Tine Toft Nørgaard, and from 2008 Anders joined the company when assigned a position as business developer. He will now assume a more strategic role in day-to-day operation of the company in close co-operation with his farther and the rest of management.

1. generation – Hans Carstensen Toft left ownership and management to 2. generation, Torben Carstensen Toft, back in 1984.



News from our service technical department

As from May this year, Carsten Schultz has been appointed head of the Service Technical department at Alfix.

Carsten is a skilled bricklayer and tile fixer as well as construction manager, and he has been employed with Alfix since 2004. His new area of responsibility covers, among other things, co-ordination and planning of daily out-of-house advisory jobs towards private end users, professional tradesmen, specifiers, and engineers.

Allan Nielsen continues as technical manager for the entire department and this appointment will allow him to concentrate even more on strategical product development and documentation. The department consists, furthermore, of Johannes Mortensen and Mikael Noe who both act as technical advisors on a solid foundation of two supplementary educations each: brick layer/ tile fixer and construction manager.