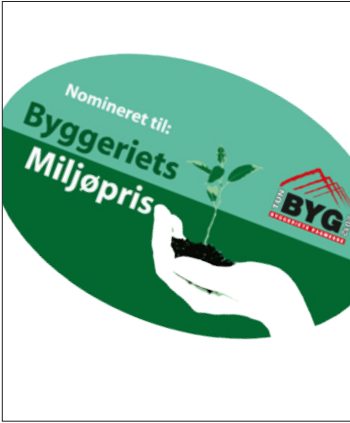


ALFIX[®]
Responsible strength



MARCH 2012



Danish Building Industry appreciates environmental responsibility

Alfix is awarded for its proactive approach to green production and for providing a long-term working environment strategy.

At the TUN BYG 2012 construction trade fair, a nominating committee consisting of industry experts has nominated Alfix for the coveted Environment Award. Danish Timber & Building Merchants' Trade Organization gives the following comment on their website:

“Over the last decade, 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 (...). The environment and working environment strategy is now visible throughout the organization”.

The management tool to Alfix' green initiatives is a detailed strategy to environment and working environment. The company assumes responsibility, e.g. by reusing main part of the raw materials used for cleaning in the production – without compromising the original product quality. Further, Alfix ensures a constant focus on improving the working environment for employees, customers, as well as end users.

“We are very pleased to be among the nominated award winners for the Danish Building Industry Environment Award. Alfix has set a well-defined target to reduce our environmental impact significantly and create optimal conditions for our working environment. It is a matter of assuming responsibility and making a difference”, says Anders Toft, Marketing Director with Alfix.

Alfix participates at the large TUN BYG 2012 construction trade fair in Fredericia (13th – 16th March 2012) – Stand No. D 6320.

Winner of the DBI Environment Award is elected on 13th March 2012.

Green advantages for tile fixers and distributors

A good working environment and eco-friendly products are high on many tile fixers' agenda.

In 2010, Alfix introduced the very first Danish dust-reduced tile adhesive: Letfix extra Less Dust. Today, 15 months after the introduction, this tile adhesive has gained a lasting foothold in the Danish market.

“Less Dust has by far surpassed our sales expectations, which only underlines an overall tendency within the building industry which in general sees an increasing demand for green solutions. Apart from providing a significant reduction in airborne dust, Less Dust also is a lightweight adhesive protecting the user's knees and back - without compromising coverage. 18 kg of Less Dust offers the same coverage as 25 kg of any conventional tile adhesive”, so Sales Director Hans Hoff.

Reduction in weight produces and emits less CO2 during transportation – environmental transport impact is hence reduced by approx. 30%. Furthermore, the adhesive is based on sustainable lightweight fillers made from crushed recycled glass. The fillers are so fine-crushed that they cannot be felt and hence, do not cause any discomfort during work.

“Less Dust is a visible prove of Alfix' dedicated work in terms of incorporating environment and working environment into our product range”, concludes Hans Hoff.

Read more about the product [here!](#)



An honest message

With the introduction of the new slogan “Responsible Strength”, Alfix once again sets off the large number of advantages that distributors, contractors, construction workers, and other collaborators obtain by working with the company’s products.

As end user or distributor of Alfix products, you and your company will be injected with responsible strength – a promise we will do our utmost to keep every day. We assume responsibility and supply you with the strength required to ensure that your projects or customer advice will succeed. The new Alfix slogan has multiple features’.

Read more here!

Young tile fixers

The Danish National Championship – DM in Skills - was held by Skills Denmark end January this year. Once again, Alfix took part as sponsor for the young tile fixers.

Bellow-mentioned is a small photo presentation from the event taking place at Odense Congress Center where 5 competent and skilled tile fixers competed to produce the best tiling job. For the assignment, the fixers used Letfix extra – Less Dust adhesive and Cerafill 10 colour grout.

Many congratulations to the new Danish champion, Søren Hvidberg Henriksen, Vrå. Søren represents the company Kaj Mølberg A/S and the school: EUC Nord. The winner is going to take part in WorldSkills in Leipzig 2013 to defend his solid skill.

Best of luck with the next competition from Alfix.

