

2 new high-quality products for facades

Alfix has just launched two new products: Alfix DuraPuds 800 SR – a silicone resin-based facade render and Alfix DuraDec 8000 SR – a silicone resin-based facade paint.

Alfix DuraPuds 800 SR is a white, through-coloured, ready-mixed finishing render based on silicone resin with grain sizes up to 1.5 mm. Due to a smooth and workable consistency, the render is very easy to apply. The new render is complemented by DuraDec 8000 SR, a white, high-quality emulsion paint, also based on silicone resin; the perfect choice for demanding and weathering exposed facades. Both products offer extreme durability and hence, provide up to 20 years of protection before any re-treatment with render or paint may be required.

Belonging to the absolute major league in terms of strength, durability, and quality, the application of products based on silicone resin entails a long number of advantages to both tradesman and owner. Both Alfix DuraPuds 800 SR and DuraDec 8000 SR offer easy application as well as prevention against fouling, algae, and fungus growth. The Danish climate poses a massive challenge to the durability of especially white painted and rendered facades, which stresses the importance of resistance to e.g. algae and fungus growth.

These new products are available in elegant, grey, recycled plastic tubs containing 15 kg render and 9 litres of high-quality paint, respectively. On request, both products are deliverable in a number of colours according to the NCS system.

[Read more about Alfix DuraPuds and DuraDec](#)

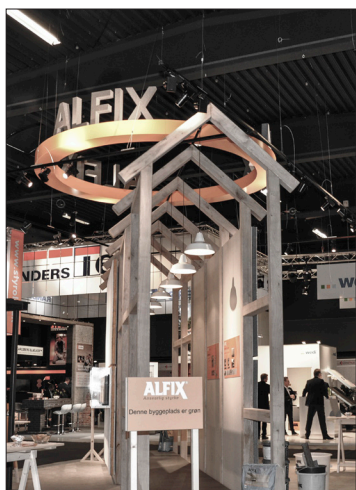
The Danish trade fair “Byggeri ‘14” – Alfix dressed in green, once again.

The largest Danish trade fair for building supplies was held in Fredericia from 25th - 28th February 2014, and this year's main theme of the Alfix stand was named “The green construction site”.

The fair stand was made of FSC certified wood, and an old rebuilt shipping container served as café, product display, and storage in one. The green theme with focus on sustainability and recycling seemed a natural follow-up to the reception of the Danish Building Industry's Environmental Award in 2012. Visitors were given the illusion of being present at a live construction site with a working tradesman, who demonstrated the use of Alfix facade rendering onto EPS insulation boards. Alfix Sales Manager, Hans Hoff, says about the fair:

“Visitors took great interest in our latest innovations presented at the fair, and it has been our general experience that both distributors, contractors, and owners tend to make increasing demand for weathering resistant rendering and façade paints preventing especially algae and fungus growth from ruining a stylish and beautiful appearance. Therefore, we find good reason to believe that both DuraPuds 800 SR and DuraDec 8000 SR will be very well received by the Danish market”.

[See video from the fair here](#)





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Alfix undertakes responsibility for the Danish National Championship – DM in Skills – for the fourth time running

Winner 2014 of the skill “Tile fixing” was apprentice Kasper Hansen from the vocational school of EUC Syd in Aabenraa. Here, the young talent is seen with the Danish Minister of Education, Christine Antorini in Gigantium in Aalborg at the end of January. When not competing, Kasper is employed with the company Apos, Andr Petersen & Søn, located in Southern Jutland – sincere and strong congratulations from Alfix to Denmark’s most skilled tiling apprentice!

The Danish National Championship – DM in Skills turned out a record-breaking event with 42,000 visitors. Alfix is main sponsor of the tiling trade, and the current contract entered with the organization SKILLS Danmark also includes the Danish National Championship in 2015 as well as the next WorldSkills Competition, which is set to take place in Sao Paulo, Brazil in 2015.

The sponsorship matches the company’s vision as to support promising young talents and at the same time, the agreement ensures the participants some of the most advanced tile adhesives and grouts in the market to work with during the competitions.



Diploma for highest credit rating throughout 10 years

Alfix has been awarded an exclusive and desirable gold diploma as proof of its sound financial standing and high credit rating. This year, Alfix qualifies among as few as 79 Danish companies who have managed to obtain and uphold an AAA-rating for highest credit rating in ten successive years.

“We are very pleased to have such a sound financial standing – a solid and trustworthy groundwork provides our employees with the best security of future employment. Moreover, customers and end users are better served, too when co-operating with a supplier who acts responsible and in accordance with long-term goals to ensure a sound financial position”, explains Marketing Manager Anders Bertelsen Toft.



Alfix CeraFill 10 colour blackgrey – new formulation

We have made a minor adjustment in the formula for our established cement-based grout Cerafill 10 colour – blackgrey. With this new formula, the grout will appear darker and more intense compared to the original colour – a small change requested by the market. To call attention to this colour adjustment, the following text will be printed on both 5 and 20 kg bags in a transitional period: New product formula – New colour.

Be aware not to use the old and new version of the colour blackgrey for grouting jobs within the same tiling project as there will be a visible difference!

