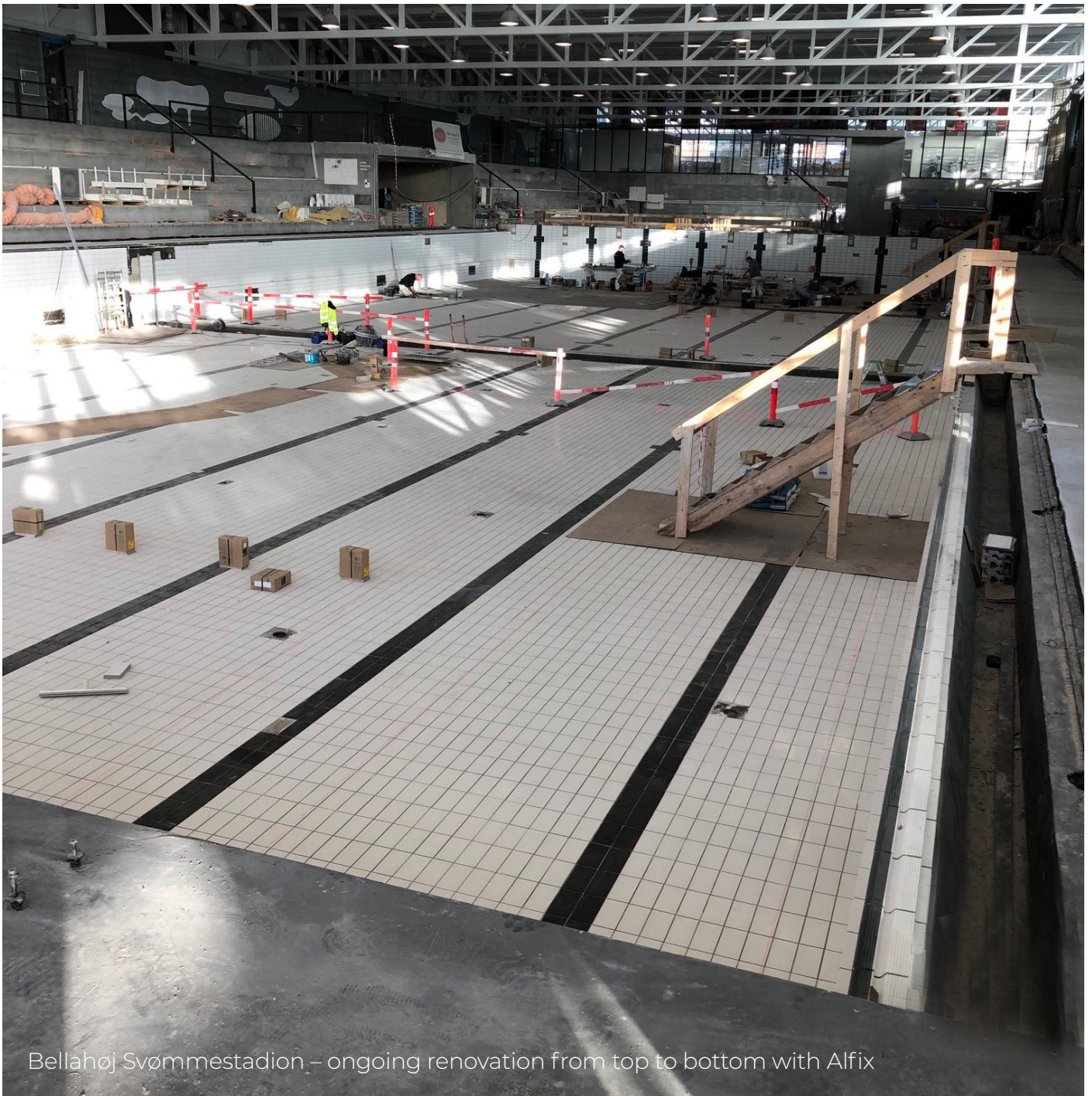


december

2020

Update



Bellahøj Svømmestadion – ongoing renovation from top to bottom with Alfix



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GREEN SOUND

Acoustic noise reduction with
Alfix PS3 – Recycled



High activity through this autumn



**The green transition is
essential to Alfix.**

Similar to this year's spring and summer, the autumn season has also seen a significant growth for Alfix. As has been the case generally in society, 2020 has been completely surreal to us. In spite of Covid-19 we have succeeded with delivering even more Danish high-quality systems to Nordic building sites and projects.

We would like to thank our many good customers and suppliers for a strong and loyal co-operation. Our employees have played a major role as well – without their extraordinary contribution and flexibility we would not have been able to perform so impressively

throughout this long high-activity period. We also notice – with great pleasure – that a growing number of business partners demand sustainable solutions for tiled surfaces, pools, floors and facades.

The green transition is essential to Alfix. Continuous emphasis on environmental production at the factory and a growing number of products supplied in sustainable packaging just to mention a few of our current green activities. We look forward to sharing more sustainable news with you in the year to come.



Happy reading and the best wishes for a Merry Christmas and a Happy New Year

Anders Bertelsen Toft – Managing Director (CCO)

2 new Alfix sales consultants

We would like to welcome to Anders K. Birk (consultant on flooring – Sjælland), who started on 1. November 2020. Anders is skilled flooring fitter and lives in Hillerød, Sjælland.

Also, a welcome to Alf Busk (sales consultant - builders' merchants and tile fixers – East Denmark). Alf started on 1. December 2020; he is a skilled tile fixer and lives in Tølløse, Sjælland.

We look very much forward to the future co-operation with Anders and Alf, and they both continue the fine line of professional, skilled Alfix consultants.

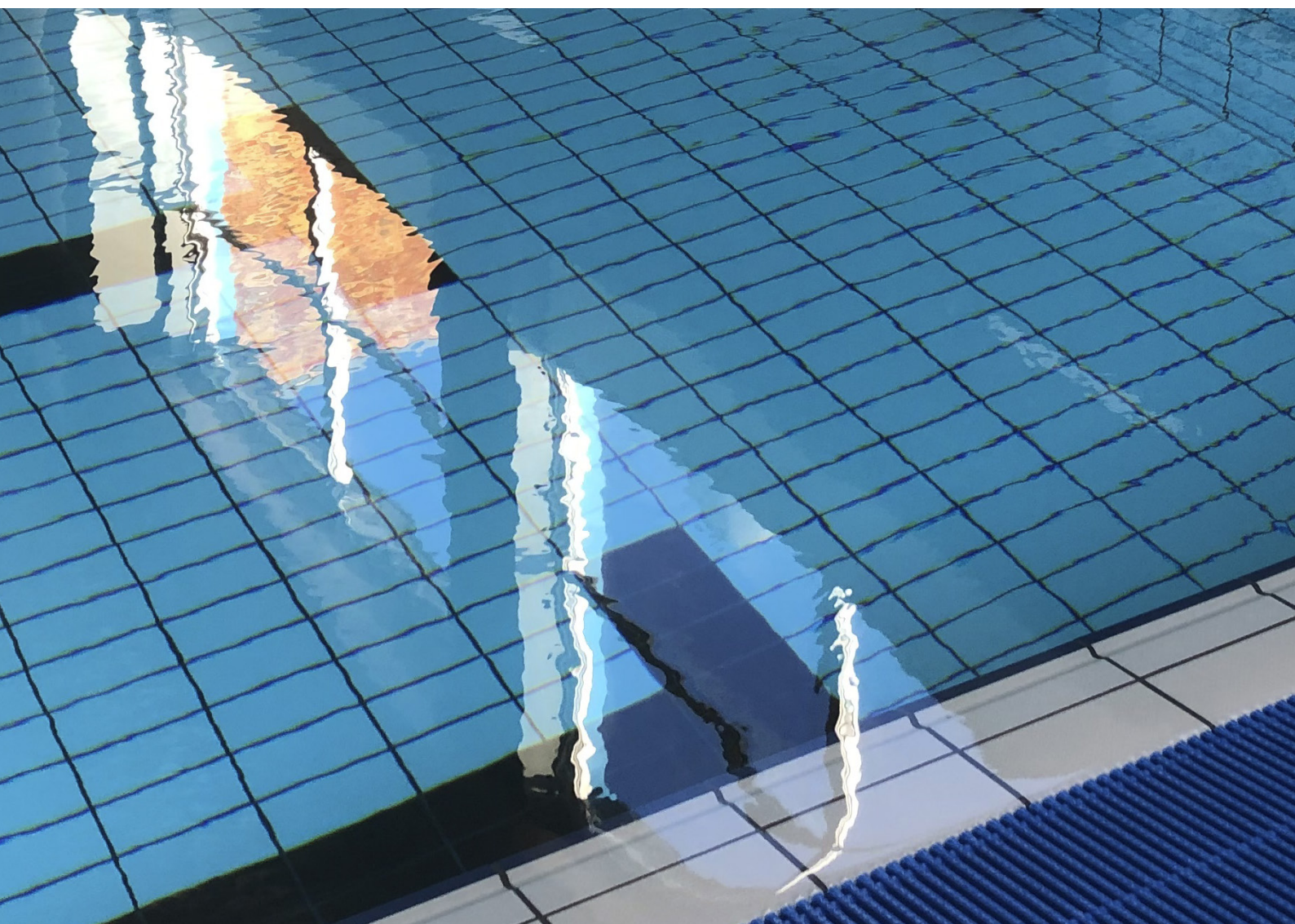
Hopefully, you will give them a good reception wherever you meet them!

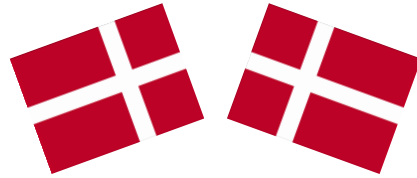


Anders K. Birk
Consultant - on flooring
East Denmark



Alf Busk
Consultant - builders' merchants and tile
fixers - East Denmark





Managing Director turns 70



Our Managing Director and major stockholder

Torben Carstensen Toft turns 70 on 31. December 2020.

Torben took over the management and ownership of Alfix after his father, Hans C. Toft, in 1984. So far, 36 years have passed holding this position in Kolding. About the time up to his employment in the family business he says: "Before I started in Alfix, I was employed as sales trainee in Georg Gimbels Jernforretning (iron retailer) in Kolding followed by a position as sales consultant in Bøtkers Tømmerhandel, a builder's merchant in Esbjerg. In 1976, I was ready to join Alfix, as my father could use my support in sales.

The company had seen a steady but slow growth since its beginning in 1963, but I assessed that the time was ready for a broader entry in the market", Torben elaborates.

Responsible Growth

In 1984 he took over full ownership and management from his father, and so far his management counts 44 years in the family business and every year with a profit. Actually, only the founding year of 1963 did not make a profit - Thereafter the company has managed to yield a profit 56 years in a row.



2. and 1. generation in Alfix - 1984

Under Torben's management the company has grown considerably both in Denmark and in export markets. Right from the beginning tiling systems have made up the core business of Alfix – subsequently complemented by flooring and facade systems.

Job satisfaction and passion for cars

When asked about future expectations in terms of himself and the company, he answers:

"I still enjoy to go to work every day, as it is a true pleasure to expand and develop this business together with our many competent employees and the board" says Torben who tends to consider his staff as family. "It pleases me that my daughter Tine and son Anders participate as active co-owners, members of the board and employees. Hence, it is

the plan that our family continues as active owners", he explains.

In his spare time Torben enjoys his passion for English vintage cars. Generally, exclusive cars seem to have caught his interest – especially when kept and presented in excellent condition – fully in line with the overall tidiness that characterizes him. During summer he and his wife Jette prefer to spend time in their summer cottage on Jutland's west coast. Further, travelling abroad, family gatherings with children, children-in-law and 5 grand children and time together with good friends fill up the calendar.

Round birthday

Celebration will involve the closest family on the day 31. December 2020. Happy Birthday to Torben from the entire Team Alfix.



PROFILE

Lindy still fit for fight

The tile fixer Lindy Aldahl, known from the TV-documentary *Rigtige mænd*, is a close friend of the Alfix house.

We have interviewed the tile fixer from Northern Jutland on his work experience during the ongoing corona-pandemic. In spite of the spring lock-down he has kept his good spirits up, luckily.

In what manner have you been influenced by the corona-pandemic, work-related?

"The Prime Minister chose to close down the country on 11. March – on my birthday! During the days ahead practically all my talks were cancelled, and then what to do? I decided that the time had come to re-open my small tile fixing business. It took some time and effort to get back jobs. But as from the summer months and forward my tile fixing activity has been fine. Typically, I carry out smaller jobs, such as tilings in kitchens and bathrooms in private houses", Lindy Aldahl explains

What would the biggest challenge be?

And he answers immediately: "Getting up early again – like all other craftsmen", he says with a grin. "No, seriously, it was a huge change to turn from a filled calendar yielding fine profits to re-opening my tile fixing business. I had to make a living, and it took some time before I had my business up and running again", he continues.

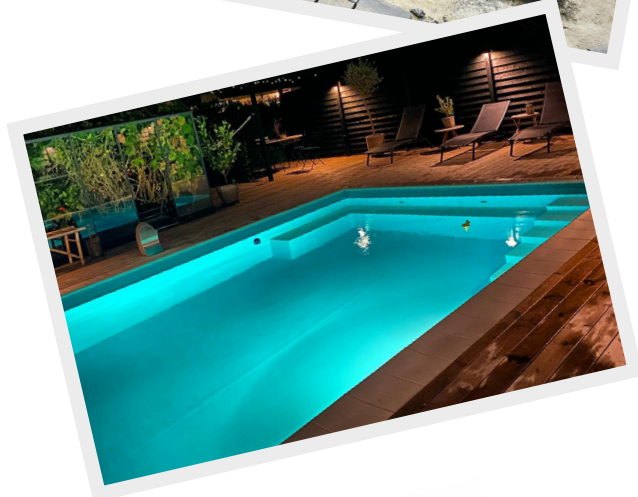
Similar to many other Danes, have you also chosen to spend money on domestic refurbishment since travelling abroad is not an option for the time being?

"Yes – we had a swimming pool built in the garden – heated. A long wish within the family, but as corona hit us and a couple of vacations were cancelled, we had both the time and opportunity to realize this dream. The result has become great and naturally, we used products from Danish Alfix. There is no other option", he says, all cocky.



“

Naturally, we used products from Danish Alfix. There is no other option.



Could you stress anything positive from this corona-time?

”That would be that the Danes have invested heavily in their own homes in terms of refurbishment and improvements in general. This tendency has clearly been a huge advantage to us craftsmen – we have all been very busy and will continue to be so. But at the same time, I guess that many people miss to be able to come out and away – on vacation to warm destinations that include pools and long drinks. Denmark has been fine, but I do miss travelling abroad”, Lindy concludes.

For the time being he has many talks already scheduled for 2021 – perhaps another sign that underlines the need for activity from both organizers and Danes, so hopefully the domestic covid-19 situation will soon allow the jolly tile fixer from Støvring south of Aalborg to resume his outwards activities and vacations.

CASE

Winner of diploma course 2020 – Alfix as case



This year's diploma from FUT (an association for young builder's merchant trainees and sales staff) was convincingly won by talented Ida Terkelsen Vangsgaard. Ida worked for Bygma Hjørring at the time and participated with the course title Sales Promotion in builder's merchant shop.



The highest possible grade

Ida was rewarded with an impressive 12 for her assignment in which she focused on 3 Alfix products that all demonstrated a significant increase in sales despite challenging corona circumstances during spring. Today, she is employed with XL-BYG Tømmergaarden. On the co-operation with Alfix she says:

"The co-operation with Alfix has resulted in a comprehensive diploma course in which all relevant data could be included. Alfix has been most helpful and supportive throughout the whole process. It has been a great experience to be a small part of such a professional team for a short period. Thank you very much", Ida adds.

Alfix returns the enthusiasm about the course.

"We are very pleased that Ida found good use of our promotion material for her project.

We delivered shelf banner mock-ups, roll-ups along with flyers and brochures. Congratulations to Ida for the impressive result and thank you for a fine and pleasant co-operation", Steen B. Thrysoe, Marketing coordinator with Alfix, elaborates. He wishes Ida the best of luck on her further and very promising path within this trade.



Christmas Holidays and Season's Greetings

A very different and exceptional 2020 is about to end, and we would like to take this opportunity to thank our good customers, suppliers and business partners for the fine co-operation in a changeable time with poor visibility.

Hopefully, 2021 will brighten up prospects – in every sense.

Alfix will be closed for Christmas Holidays as from Wednesday 23. December – and we will be back on Monday 4. January 2021 - ready to serve you.

Our best wishes for a Merry Christmas and a hopefully strong New Year.