



D K Dansk produktion & familieeje siden 1963

Battling for safe solutions on the building sites

Alfix continues the campaign slogan introduced at the recent construction trade fair, Byggeri '16: "Real tile fixers use Alfix!"

During BYGGERI '16 we co-operated with Lindy known from the popular Danish TV series "Real men" encountering a group of craftsmen – a co-operation which has entailed not only positive publicity for Alfix but also a mutually beneficial and lasting partnership.

Our campaign has now entered a new stage at which we aim to inform about the safety we would like to deliver on the building sites", says Anders Bertelsen Toft, COO at Alfix.

The campaign has now been set to work at a number of local trade fairs arranged by our customers, Danish builders merchants. As visual support the campaign includes a photo displaying 4 Alfix sales consultants capturing new land – metaphorically referring to new building sites - as they raise an Alfix flag on a bare field. Inspiration has been taken from an iconic press photo taken at the end of World War II.

"By use of an ironic and humorous twist, we would like to pass on the message that professional tile fixers use Alfix! Each and every Alfix sales consultant has a background as skilled tile fixer. We believe this fact to be of great value to our merchant builders and to the constructors using our products. Due to closeness, personal guidance and professional on-site demonstrations, Alfix is in a position to offer safety in terms of lasting product solutions", concludes Anders Bertelsen Toft.



40 years anniversary

Managing director and owner Torben Carstensen Toft will be able to celebrate his 40 years anniversary at Alfix on 1. June 2016 - Sincere congratulations from the entire editorial team!

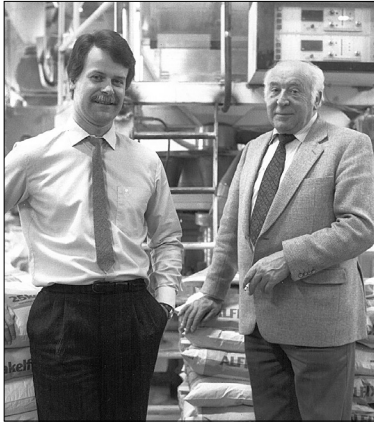
Being second generation in Alfix, Torben initiated his active Alfix career in 1976. Prior to the employment with his father Hans Carstensen Toft, then head of the family business, he worked for 4 years at a builders merchant in Esbjerg, today known as STARK Esbjerg. During the early years from 1976 – 1984 Torben acted as external sales consultant and thanks to his persistent efforts Alfix gained foothold in foreign markets.

A generational handover from father to son took place in 1984 and at the age of 34 Torben, became managing director of the company. The organization grew, the product range expanded and by the end of the 80's a professional board was employed. The year of 1996 saw a further organizational change as Torben established a professionally strong and competent group of managers; an initiative that enabled him to focus on his obligations as overall managing director and head of the firm.

Like most other companies in the building trade, Alfix has experienced and survived ups and downs in the market including the prolonged and severe effects of the financial crisis. But due to Torbens steady hand on the steering wheel, Alfix has been able to present positive earnings during all 40 years. Today, the Alfix brand is stronger than ever.

The company slogan "Responsible strength" is a promise to the market, and it matches the personality of the jubilee perfectly. Torben has assumed responsibility from the very beginning and has a grip of every aspect of the business and hence, the company appears genuinely trustworthy in the eyes of our customers.

The 40 years of good results could not have been achieved without the assistance of an experienced staff of employees who have continuously ceased and used the possibilities offered by the market with great skill and loyalty.





Outstanding and new lasting grout

The new high class grout Alfix QuickFuge 8 premium offers lasting colours – a property that also applies to dark and usually demanding colours.

QuickFuge 8 premium is suitable for receptive natural stones, such as light marble, and all types of ceramic tiles, quarry tiles, and mosaics. As indicated by the name, this grout is rapid setting (Quick) and of high quality (premium). After only 3 hours, the grouted area is ready for foot traffic along with a number of other high quality advantages:

Once hardened, the grout is remarkably lasting in terms of colour. The use of QuickFix 8 premium prevents discolouration and efflorescence – both unfortunate but common phenomena in natural stone tilings. Furthermore, the grout is water- and dirt repellent, which ensures a beautiful and lasting result.

QuickFuge 8 premium is, therefore, the perfect choice should you and the owner request uniform, lasting and maintenance friendly cement-based joints. For more information –

[Read more](#)



New Alfix YouTube films

To ease the work for tiles fixers and painters using Alfix silicone resin-based products, we have just released two new instructional videos.

They offer a brief and to the point instruction which will ensure the best possible result with Alfix DuraPuds 800 SR (ready mixed facade render) and Alfix DuraDec 8000 SR (facade paint).

To support the films, our web site offers product info in the menu "Products – Smooth rendering and paints". Should you need further information, please contact one of our technical advisors by mail or phone.

[See the film – DuraPuds 800 SR](#)

[See the film – DuraDec 8000 SR](#)

