



Sales Manager Hans Hoff retires

Hans Hoff, who has been head of Sales in domestic as well as export markets since 1996, resigns from his position on Friday 31st March 2017 to retire.

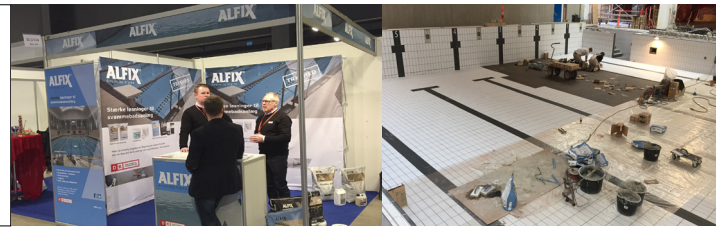
“With Hans’ retirement, Alfix says farewell to a considerable asset throughout 21 years. He deserves our sincere thanks for his impressing and persistent accomplishments not alone within the Sales Dep, but also within Head of Management, and in his co-operation with customers and business partners”, says COO, Anders Bertelsen Toft.

Words such as dedicated, responsible and competent describe Hans and his work in Alfix. The soon to be former Sales Manager is generally known to be highly

appreciated among his colleagues, just as he is a very competitive person. Even though his home address in Randers is situated quite far from the company in Kolding, the entire staff is looking forward to seeing Hans soon as he, hopefully, drops by occasionally to greet his former work place – also being the case for a number of retired employers, who have formed an exclusive senior club.

Alfix is currently looking for a replacement to Hans as Head of Sales. Until the right person has been found, Anders Bertelsen Toft will attend to his matters.

The official farewell with Hans will take place at a closed, in-house arrangement at the end of March.

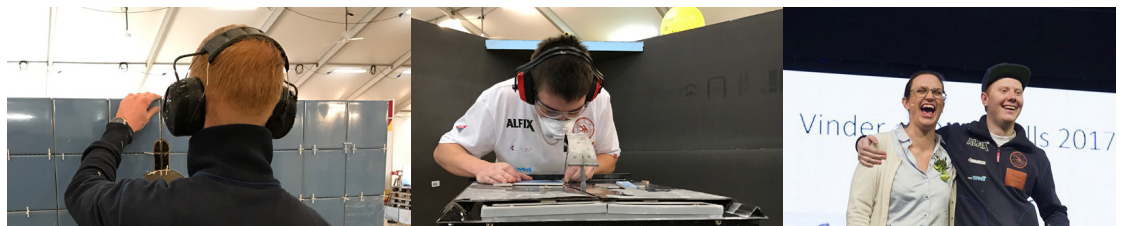


SPORTSFAIR in March – pools

For the 3rd year running Alfix is present at SPORTSFAIR situated in Fredericia fair centre, Messe C on 15. – 16. March 2017.

During the fair all interested parties will have the opportunity to meet our Head of Technical Dep, Allan Nielsen along with Technical Manager, Carsten Schultz. These two employees have profound knowledge about the wide range of pool expertise and experience offered by Alfix – professional, technical experience gathered due to a large number of new Alfix pool projects during 2016-2017. The fair is arranged by the two Danish trade organisations: Danske Sportsfaciliteters Branche forening and Dansk Svømmebadsteknisk Forening.

[Read more about the fair](#)



Main sponsor for tile fixer apprentices – DM in Skills

In January, Aalborg hummed with craftsmanship pride and activity as skilled young tile fixing apprentices fought for the much-coveted awards at the National Championships for skilled students 2017.

Since 2011, Alfix has been main sponsor for the tile fixing trade at DM in Skills, and once again we supported the many young talents – in terms of financial support and supply of relevant products. Best tile fixer apprentice and this year's Winner was Frederik Nielsen from Tech College Aalborg (M. Thomsen Støtt A/S, Aalborg). For the second year in a row, he is the winner of this appreciated title. He will represent Denmark at the coming World Championships, which will take place in Abu Dhabi. On the photo from the award ceremony in Gigantium, Aalborg, Frederik is congratulated by the Danish Minister of Education, Merete Riisager. The ongoing conversation between the two of them remains a secret, but the expression on their faces mirrors confidence and energy worth a national championship.



Friendship class – local responsibility

In 2015, Alfix initiated a co-operation with the local municipal school Munkevænget Skole, and the class 1.A - at that time - was associated with Alfix as their "visit company".

At the end of January we received our second visit from a highly motivated and engaged pre-preparatory class (now 2. A). The group of pupils all had their knowledge about and understanding for the concept of a company extended. Every child had a go with fixing tiles in Alfix adhesive and further, they all cast a small PlaneMix smoothing compound figure to bring home. As a result of their effort, a beautiful collection of bats, dogs, cats, and hearts sprung up.

The overall purpose of this extraordinary co-operation is to provide the children with a realistic concept of the variety of jobs that could await them once they have finished an education. A company such as Alfix offers a long number of different jobs, each requiring different skills and educations. The importance of education forms the overall theme throughout this co-operation as almost every job will require some degree of solid education in order to meet future demands – a tendency that applies not only to Alfix but also to the rest of the Danish labour market. We thank our friendship class 2.A for their visit, and we look forward to receiving yet another visit once the children attend their 3. class.