



## Young tile fixers supported by Alfix

**For the third time in a row, Alfix supported young tile fixers participating at the Danish National Championship – DM in Skills 2013.**

As many as 28,000 visitors paid NRGi Park in Aarhus, where the popular event took place this year during the days 24 th – 26 th January, a visit.

The 5 participants competing within the tiling trade represented each their vocational school and part of the country. Fine craftsmanship was demonstrated in a highly competitive atmosphere as the participants over several days worked intensively to solve a both technically demanding and creative tiling project.

This year, the Alfix sponsorship of the tile fixing trade resulted in both financial support as well as supply of specific materials used during the competition itself at which Alfix Primer, Letfix and Profix tile adhesives and a Cerafill 10 colour cement based grout were used.

About the importance of the Alfix sponsorship supervisor Lars Skibdal Schmidt says:

“Without sponsors we would not be able to perform accordingly. Owing to the support from Alfix, we have been able to shine a spotlight on the tiling trade in general and further, in just one year we have succeeded in improving the standards of the tiling performance demonstrated”.



For the second time running, winner of the competition was apprentice Søren Hvidberg Henriksen from Hjørring, employed with the company Kaj Mølbjerg A/S and registered at the vocational school EUC Nord. Søren may now call himself National Champion 2013 – well done! Congratulations from Alfix.

[See more pictures from the competition here](#)

[See TV feature from Ekstra Bladet / Håndværkeren here](#)

## Green solutions in demand

**A year has now passed since Alfix received the Danish Building Industry's Environment Award at the TUN BYG 2012 construction trade fair. Alfix embraces the growing interest in green, ecological solutions.**

In Denmark, the green acknowledgement received for the company's responsible approach to environment and working environment has indeed boosted positive public mention. But also among retailers and end users in our export markets, the green award has been appreciated.

To illustrate this, only last autumn 2012 the company of Konradssons Kakel, one of Sweden's leading tile wholesalers and stockiest and by far Alfix' largest single customer in the Swedish market, made a specific request for some documentation of our many actions directed towards sustainability, environmentally friendly products, and working environment.

“Our customer and business partner Konradsson Kakel sought tangible documentation in order to prove to their customers that their range of products has been produced in consideration of environment and working environment. Sweden sees an increasing demand for sustainable building materials and building solutions; a tendency which also includes our range of products. Especially with regard to new green public build the interest is notable” says Marketing Manager Anders Bertelsen Toft.

Konradsson's request resulted in a green image flyer which has already found active and frequent use in the wholesaler's local sales activities. A token of true customer commitment and dependable collaboration which is warmly welcomed by Alfix.





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- Lars Skibdal Schmidt, supervisor



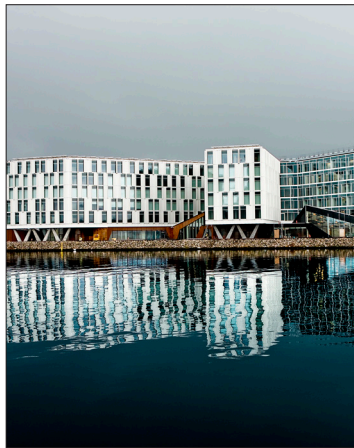
## An even stronger Alfix technical support

**As from 1st February 2013, Mikael Brockenhuss Noe has been employed as new member of our Service Technical Department.**

36-year-old Mikael is a skilled tile fixer and construction manager with many years of experience as both practician and technical specifier. For the last couple of years he has been working for the contractor Accent Byg ApS in Vejle, drawing new projects and working as client design advisor. Furthermore, Mikael has often grabbed the brick trowel himself and participated where needed on the building sites.

"We are happy to invite Mikael on board the Alfix team, and we are looking forward to gaining from his many skills within bricklaying, tile fixing, and technical recommendations. Mikael's profile is a perfect match to Alfix as he is open-minded, accommodating, and experienced in terms of working with long-life premium solutions in a dedicated and organized manner" says Allan Nielsen, Technical Manager with Alfix.

Mikael Brockenhuss Noe is going to strengthen the Service Technical Department and in due time he will attend seminars, provide on-site advice, produce building recommendations, and handle our technical advisory hotline together with the rest of the established technical team.



## Professional craftsmanship in the UN City – Copenhagen

**Beautiful natural stones carefully embedded in Alfix are now ready to welcome the many international guests visiting the new impressive Copenhagen-based UN headquarters known as UN City.**

The exclusive Norwegian slates used in the large entrance hall have been specifically tailored this project and fixed with carefulness and accuracy by the tiling specialist company Londero Mosaik situated in Copenhagen. About the challenging job involving a number of Alfix products and tile fixers engaged in the current project, Managing Director of Londero Mosaik, Umberto Londero explains:

"Alfix Profix is a high performance tile adhesive, easy to apply and easy to adjust when to compensate for varying tile thicknesses which happened to be the case with the Norwegian Offerdal slates used for the UN City project. The co-operation with Alfix has been outstanding. Alfix has provided reliable advice and ensured a selection of optimum products for our work".

Professional craftsmanship emerges when experienced, skilled fixers work dedicatedly with products that are carefully tailored the specific requirements of a certain project.

Apart from the tile adhesive Alfix Profix, the cement-based grout Cerafill 10 colour was used in the hall due to its fine water and dirt repellent properties. A wise and lasting choice for a heavy duty area such as an entrance hall. The tiles used for the building's large catering kitchen and for the many toilets are equally installed in Alfix by Londero Mosaik. For these areas Alfix Primer, 2K Sealing Membrane, Profix and Letfix tile adhesives, and Cerafill 10 grout have been used.

Both in terms of architectural design and size, the UN City is a ground-breaking project. The 6-story tall and in total 45,000 m2 large building lies as a proud and international monument on Marmormolen at the redeveloped Nordhavnen, part of Copenhagen's waterfront. First part of the project has now been completed and will become ready for use during the first months of 2013, while second part is scheduled for completion by the beginning of 2014. Certainly worth a visit but out of very strict UN security considerations, only specially invited guests will have the opportunity to enjoy the beautiful tiling work.

**See more pictures**

**Read more about Londero Mosaik here**



1963 - 2013



Alfix jubilæum