

NEWS

IMPROVED UNIVERSAL GROUT CHANGES NAME

NEW IMPROVED
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GROUT COLOURS



Alfix CeraFill 10 colour Universal grout has been improved, and its name is now being changed to

UniversalFuge – CeraFill 10

Intensive market research carried out in close dialogue with dealers and tilers has now resulted in adjusting the recipe for and the name of the well-known universal grout CeraFill 10 colour.

The modified product has improved product properties as well as a more intuitive product name – making life easier for tradesmen and dealers alike.

Note! Item numbers and prices remain unchanged.



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SHORTER SETTING TIME HIGH FILL RATES

"Several tilers have been calling for an even better universal grout from us with a shorter setting time, better void filling properties and more uniform dark colours. We have now responded to these requests with an updated and improved recipe for our biggest grout product CeraFill 10 colour," says Allan Nielsen, technical manager at Alfix.

UniversalFuge – CeraFill 10 will, like its predecessor, be an all-round, high-quality grout for general use. The improved grout also stands out for its high strength, high filling power, improved resistance to washing out and its clear and intense colours.

The '10' in the name still indicates that the grout can be used for grout line widths of up to 10 mm. The universal grout is the most popular Alfix grout by far, and this position is expected to be further strengthened with the new and improved recipe.

NEW NAME

Following the improvement to the recipe, the product name has also been revised.

"Several customers have said they would like to see a more straightforward name, one which is easy to understand on our key Scandinavian markets. In using UniversalFuge as the primary name, it highlights the product's universal grouting properties," says Anders Bertelsen Toft, CCO at Alfix.

"UniversalFuge serves as a kind of first name, while CeraFill 10 is being retained as a second name to ensure recognisability," he adds.

The product will thus be called UniversalFuge – CeraFill 10.

However, 'colour' will no longer be included.

HIGHLIGHTED PURPLE COLOUR ON PACKAGING

The packaging design has also been given a facelift. The purple signal colour from the product name now occupies more space following the wishes from dealers and end-users which were voiced in the course of the market research.

The photograph on the front has been updated, and new and more descriptive icons added. Finally, the different language versions on the front have been enlarged to meet the wishes of the main export markets for relevant information in the respective languages.

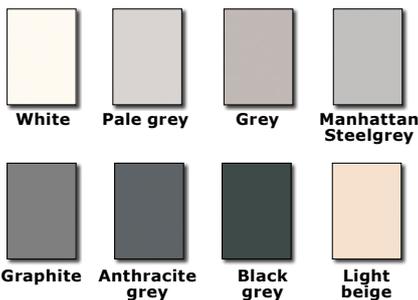
The bottom of the bag is now completely purple, so the product can easily be recognised when the bags are lying on pallets at the dealer or at a construction site.



EIGHT DIFFERENT GROUT COLOURS

Like its predecessor, UniversalFuge – CeraFill 10 is available in the familiar eight standard colours. However, in future, the colour 'steel grey' will be called 'Manhattan – steel grey'. The Manhattan name is well known in the market, and the Alfix colour 'steel grey' matches the popular Manhattan colour, which is often demanded by planners, tradesmen and clients.

Alfix UniversalFuge – CeraFill 10 is available in:



RESPONSIBLE PHASING-IN OF BAGS

The new packaging will first see the light of day on the market at the end of 2019. However, phasing in the bags in the various grout colours will happen on an ongoing basis to maximise the use of packaging in the different colours, and to avoid sending large quantities of waste packaging for incineration and the negative environmental impact.

The product information has been updated on the Alfix website, where the grout is now listed as 'UniversalFuge – CeraFill 10'.

So, all we are now waiting for is to be able to supply the updated grout product in the new packaging at the end of 2019.

NEW IMPROVED GROUT RECIPE

The improved grout recipe is already being implemented for all colours, but is being supplied in the original CeraFill 10 colour bags in order to meet customer demand for an improved grout.

Thus, the market is now being offered an improved product, which is being supplied in the existing packaging for a transitional period.

New names – other grouts

The names of the other cement-based Alfix grouts are also being changed gradually so they better reflect the specific properties of the respective products. Here too, the original name will be retained as the second name for the sake of recognition. The changes will be made on an ongoing basis, and the new names will be:

- FineFuge – CeraFill 5 (fine tile grout)
- QuickFuge premium 8 (fast-setting grout)
- IndustryFuge – CeraFill 18 (high-strength grout)
- RustiqFuge – CeraFill 20 (quarry tile grout with rustic structure)