The new year is here, we hope you have had a wonderful festive season and are staying true to your New Year Resolutions!

Time is already flying by with January behind us. Reflecting back over the past year at LATICRETE Australia, I am proud of all that we have achieved. As we look to the future of 2019, we have set our goals and are committed to the opportunities which lie ahead.

The team at LATICRETE Australia have said a temporarily farewell to Christle Harvey, Marketing Assistant, who is on maternity leave with her first child. In the meantime, Mie Sunke has taken over the reins from Christle until her return. Welcome to Ben Mashford, NSW Warehouse Storeman, and Michael Stace, Leading Hand, Manufacturing QLD, along with our newly appointed Technical Sales Representative, George Andriotis, who is responsible for all LATICRETE Product Sales and Support in the Victorian and Tasmanian markets.

We are excited to announce our new website is now live! We hope you will find the new website easy to navigate, and find information quickly and efficiently.

Also featured is our Technical Services Manager’s article on working with record breaking high temperatures, we share tips for tiling and grouting in hot weather, our specialised brochure on Pool, Spa and Fountain Tiling Installation Systems, and a few Australian projects from the last quarter. LATICRETE is committed to training and education, and we feature TAFE, Trade Events and technical training seminar with construction professionals. A special feature is also a customer review from one of our stockists, Twin Towns Sand & Gravel and their experience with LATICRETE.

We hope you enjoy reading this issue, which will be distributed on a quarterly basis. If there is a topic you would like added to the newsletter, please let us know — you can email me directly: etschannen@laticrete.com.au

Make sure you’re up to date with all things LATICRETE by following us on Facebook and Instagram.

For Technical Support, or to chat with us about your next project, call LATICRETE on 1800 331 012 or email: sales@laticrete.com.au

Thank you for your continued support to LATICRETE.

Happy Reading!

Emma Tschannen
LATICRETE Australia General Manager

Follow us: 

Happy new year to you & your family!
ANNOUNCEMENT
LATICRETE AUSTRALIA APPOINTS VIC TECHNICAL SALES REPRESENTATIVE

We are excited to announce the appointment of George Andriotis as LATICRETE Australia Technical Sales Representative. George is responsible for all LATICRETE product sales and support in the Victorian and Tasmanian markets.

George joins us after a number of years in the retail side of the tiling industry, working with AVJ Ceramics and Tile in Stonel in the Dandenong region of Melbourne, Victoria. George is a qualified tradesman and worked as a professional tiler for many years, working on and managing, commercial tiling projects all over Victoria. George brings with him a wealth of knowledge, experience and contacts and we are looking forward to him expanding our reach in the southern markets.

George reports directly to Ross McNeil, LATICRETE Australia, National Sales Manager.

George lives in the Frankston area of Melbourne, he is a passionate Carlton Football Club supporter and family man, who loves jumping onto a trowel on the weekends to help out friends with their tiling projects.

To discuss specifications, available installation systems, product information, and job site technical advice, scan the QR code for George Andriotis’ contact details, your local LATICRETE VIC Technical Sales Rep.

Alternatively, contact LATICRETE by calling 1800 331 012 or by emailing: sales@laticrete.com.au

We wish them all every bit of success and welcome them to the LatiFamily!

George Andriotis, LATICRETE Technical Sales Representative

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ADDITIONAL NEW EMPLOYEES

1. Ben Mashford, LATICRETE Warehouse Storeman, Sydney, NSW
2. Michael Stace, LATICRETE Leading Hand in Manufacturing, QLD
3. Mie Sunke, LATICRETE Marketing Assistant, QLD, relieving Christie Harvey whilst on maternity leave.

We wish them all every bit of success and welcome them to the LatiFamily!
WEBSITE ANNOUNCEMENT

WE’VE LAUNCHED OUR NEW WEBSITE AND WE’RE EXCITED TO INTRODUCE YOU TO OUR NEW LOOK!

After months of hard work, LATICRETE Australia is proud to announce the launch of our new website which aligns with the Global brand of LATICRETE in the design and layout.

Our website features a brand new look, additional product information and a user-friendly browsing experience for the end user, valued customers and business partners. We hope you’ll find our website easier to navigate and find what you’re looking for quickly and efficiently.

Homepage
The new website boasts a clean design and intuitive site-wide navigation to help you find your way around with ease. Browsing the Homepage on our website provides direct links to Our Products, Flooring Systems, Education and Training, technical information, our popular Where to Buy, Coverage Calculator function and much more!

Support & Downloads
In this section you will find product information, Catalogue & Brochures, Data Sheets, Warranties, Technical Design Manuals, Certifications and Grout Selector. The Support & Downloads page is designed to educate, inform and guide you as a customer through the website’s content and works well regardless of time availability and device used. Learn more.

Social Media
The site contains integrated social media buttons for our Blog, Facebook, Instagram, Twitter, LinkedIn and Google+ accounts to keep you in the loop! We will continue to update our content with helpful information, ongoing projects, articles, company announcements, events and training.

We hope you like the new changes. Check out the new website. au.laticrete.com
OUR COMMITMENT TO TRAINING

LATICRETE SUPPORTS TRAINING

At LATICRETE we provide training and classes that discuss commercial, residential, industrial tile and stone installation practices and industry standards. Our training utilises both classroom and hands-on product demonstrations.

PTK TRAINING

LATICRETE Australia held a free Pool Tiling Installations Systems PTK seminar at the LATICRETE Training Centre in NSW. Attendees were actively involved in classroom learnings & discussions, and hands-on demonstrations using LATICRETE products, from substrate preparation right through to grouts, for successful pool tiling installations as documented in the LATICRETE Pool, Spa and Fountain Tiling Systems Brochure. Relevant Australian standards pertaining to swimming pools were also highlighted.

UPCOMING SEMINARS NEAR YOU:

- **SYDNEY**: 6-7 March, 2019
- **MELBOURNE**: 3-4 April, 2019
- **BRISBANE**: 8-9 May, 2019
- **SYDNEY**: 5-6 June, 2019

To register your interest, contact your local LATICRETE Technical Sales Rep. Alternatively, call 1800 331 012 or email: seminars@laticrete.com.au

LATICRETE is committed to education and providing technical support. The last few months the LATICRETE Technical Sales Reps have been committed in continuing to educate and support the tile, stone and flooring industry.
TAFE TRAINING

LATICRETE supports and assists TAFE facilities in developing and educating students to gain a better understanding of the ceramic tile and stone industry.

TAFE AWARDS NIGHT

LATICRETE Australia was invited to attend the TAFE Queensland SkillsTech awards night held towards the end of 2018, where tiling apprentices were recognised for Excellence, Achievement and Encouragement. LATICRETE QLD Technical Sales Reps, Mitchell How and Shane Anderson, attended the awards evening and presented LATICRETE vouchers to the winners.

Congratulations to the following award recipients:

- Excellence award - Mitchell King
- Achievement award - Jarrod McKay
- Encouragement award - Kayla Killbey

WATERPROOF TRAINING

In November 2018, LATICRETE provided training to second year students at TAFE Queensland SkillsTech, on waterproofing with HYDRO BAN® waterproofing and crack isolation membrane and HYDRO BAN® Fillet & Sealant.
LATICRETE has provided the technology, products and experience to make innovative, permanent installations for tile and stone. LATICRETE offers a dedication to quality and training that results in globally proven solutions for virtually every application.

**TRADE EVENTS IN QLD:** In November 2018, Mitchel Haw, LATICRETE QLD Technical Sales Rep, caught up with Lee Baxter and the team from Living Style Stone on the Sunshine Coast, QLD, for an on-site training session, using a range of LATICRETE materials including HYDRO BAN®, 254 Platinum, 3701 Fortified Mortar Bed, and MVIS™ Masonry Veneer Mortar.

Mitchell Haw, LATICRETE QLD Technical Sales Reps at Reece Irrigation & Pools in Morayfield, QLD doing product demonstrations with HYDRO BAN®, 3701 Fortified Mortar Bed, and 335 Premium Flexible Adhesive.

TRADE EVENT IN WA: In October 2018, LATICRETE Technical Service Manager, Fred Gray, and National Sales Manager, Ross McNeil, at Reece Irrigation & Pools in Malaga, WA. Those who attended had the opportunity to chat with Fred and Ross to gain a better understanding of SPECTRALOCK® PRO Premium Grout*.  

*United States Invention Patent No.: 6881768 (and other Patents)

TRADE EVENT IN TAS: LATICRETE Technical Service Manager, Fred Gray, and National Sales Manager, Ross McNeil carried out a waterproofing training seminar at Wyllie Tiles in Hobart, TAS, for the team from Hire a Hubby. Participants had the opportunity to learn about the regulations, standards, and contractor responsibilities, as well as gain hands-on experience with HYDRO BAN® waterproofing membrane.

Wyllie Tiles, Hobart, TAS
WORKING WITH RECORD BREAKING HIGH TEMPERATURES

ARTICLE BY: FRED GRAY, LATICRETE AUSTRALIA TECHNICAL SERVICE MANAGER

The festive season has come and gone with some exceptionally hot weather, sometimes very wet.

In many parts of the East coast, external surface temperatures have been > 40°C for extended periods of time. The Bureau of Meteorology reports this phenomenon of extremely high temperatures is going to continue well into the new year. These high temperatures are creating site conditions to both internal and external areas that are not conducive to good tile or stone installation and working conditions. This means taking care of yourself and the tiling projects you are working on, particularly the external ones. But everyone already knows this you say! From the calls I get, I don't think so. For instance, and more amazingly, the simple answer of screed/render, adhesive or grout dehydration is a difficult concept for some to accept, particularly when an installer has followed all normal practice except consider the high temperatures they are working in or on. Portland cement requires a certain amount of water to hydrate and facilitate the curing process for any given mix. Adding too much or in the context of dry hot conditions, allowing mixing water to prematurely evaporate or be drawn out, affects the performance this cement binder. Depending on the speed and temperature at which this happens, a variety of problems can arise like weak powdery grout joints, cracking of grout joints, weak or drummy screeds or cracked and ruptured renders to mention a few.

Similarly, problems can occur on installations exposed to high temperatures but where backgrounds are frequently subjected to the effects of high humidity and inundation in combination with high temperatures. These conditions can be very problematic when it comes to the installation of moisture sensitive tiles and membranes due to the likely occurrence of wet substrates and high Moisture Vapour Emission Rates (MVER) created by the high temperatures. In these conditions for instance, when a membrane is applied over substrates with higher than desirable moisture levels, they can lock or seal in moisture under the membrane. When this moisture is subsequently heated due to say hot site conditions, it can cause vapour expansion under the membrane and bubbles to form in the membrane with the capacity to debond the membrane from the substrate as it is curing.

Overall the key is to understand the conditions that exist and protect the installation to ensure the desired outcome. In high temperatures, work on the shady side of the job, undercover or out of hours to keep yourself cool and help keep the level of production up. Wet down surfaces to clean, hydrate and cool them before you apply mortars, adhesive or grouts. Erect protection as required, don’t expose installations to excessive heat or wind. Latex mortars also allow installations to be made in higher temperatures; LATICRETE Latex Fortified Mortars are not damaged by high temperatures and thermal shock after placement and eliminate the need for wet curing. When assessing when to work outside in high or low temperatures for that matter, adhere to the recommendations on the product data sheets. Check out our general tips for working in hot temperatures with adhesives and grouts on our TDS 1018, which is also featured in this issue, will make your life easier and ensure a better job.

Also, the use of moisture blocking coatings can control the excessive MVER to levels that are safe for membrane application. These moisture shields releases moisture at a lower rate however and allow substrates and backgrounds to breath, but at a rate that does not cause a problem for the membrane. When these conditions are present or likely to be present, moisture blocking coatings like LATAPOXY® Moisture Shield will help you get on with the job.

In the above photo, is an image of hot and dry substrates combined with high ambient temperatures resulting in grout drying out prematurely and not hydrating. The uncured grout scrapes out easily.
TECHNICAL CORNER

TDS1018 — HOT WEATHER TILING AND GROUTING

Things are heating up in Australia and it’s important to be well prepared on the jobsite.

Portland cement tile-setting beds, thin-set mortars, cement plasters and stuccos are often permanently damaged when subject to hot, dry temperatures or desert climates immediately after installation. To ensure the best installation of your projects over the hotter months there is a simple rule to follow when an installation is subjected to high temperatures:

The 8ºC Rule — for every 8ºC above 21ºC, Portland cement and epoxy based materials take half as long to cure.

GENERAL TIPS FOR WORKING IN HOT TEMPERATURES:

1. For best results, always ship and store installation materials at 5ºC — 32ºC to extend the shelf life and working time. Do not store products in direct sunlight. If installation materials are too warm, they should be cooled to the specified temperature range for that specific product.

2. Dampen or wet down substrate surfaces to not only clean the area, but to lower the temperature and lower the absorption rate of the substrate. Sweep off excess water just before mortar is applied. This step will extend the working time of the installation materials.

3. Stir latex additives thoroughly before mixing with thin-sets, grouts, plasters, stuccos and other Portland cement mortars.

4. Due to the rapid rate of moisture loss and Portland cement dehydration at temperatures >32ºC, cover installations with polyethylene sheeting for 1-2 days to allow curing at a more normal rate.

5. Low humidity also accelerates the curing process.

6. Tent off or provide shade when working in direct sunlight.

7. Work during cooler periods of the day (e.g. early morning).

Click here to read more.

POOL, SPA & FOUNTAIN TILING SYSTEMS BROCHURE

The LATICRETE Pool, Spa & Fountain Tiling Systems brochure provides an overview of tile & stone installation materials to facilitate your selection of appropriate waterproofing, adhesives, mortars, grouts and sealants. The LATICRETE Systems available are from job proven LATICRETE tile installation projects which have been successfully installed around the world for over 60 years.

Click here to read/download the brochure.
SEALERS & STONETECH®

SEALERS & STONETECH®

SEALING STONE TESTING AND TREATMENT

Determining if a stone is sealed is an important question which must be answered prior to considering the application of a new sealer treatment. Realizing if an unsealed stone surface will be able to accept a sealer is also important in determining how to move forward.

There is a very simple and inexpensive test to determine if the stone, Terracotta tile or cement-based grout is currently sealed, or if it even requires a sealer.

Water Test: The quick and easy test is performed with water and can provide valuable information about the current state of the stone or grout surface.

1. Apply water in a few different areas of the stone and/or grout
2. Make each application of water approximately 25mm wide
3. Roughly measure the size of the circle of water without making contact with the water. Make a notation as to the size of each application of water
4. Place a drinking glass over each application of water to protect from evaporation
5. Let sit undisturbed for 20 min

6. After 20 minutes remove the glass/’s and observe the results:
   a) No change: If the water appears the same as when it was applied and the water measures the same diameter, then a sealer is already present or the stone is very dense and does not need a sealer.
   b) Slight change: If the water is still present in a bead but appears to be absorbing into the surface then a sealer may already be present but requires resealing, or, the stone is not sealed and is dense enough to allow for the slow absorption of water
   c) Complete change: If the water is completely absorbed into the surface and the spot appears to have grown in size then the stone is not sealed and the use of a high quality sealer (e.g. STONETECH® BulletProof® Sealer, STONETECH Heavy Duty Sealer, STONETECH Impregnator Pro® Sealer, etc.) is strongly recommended.

For more information click here to read Technical Data Sheet TDS-1261.
Click here to read more.
SPECTRALOCK® PRO Premium Grout* is a patented, high performance epoxy grout that has colour uniformity, durability and stain resistance with extraordinary ease of use. SPECTRALOCK® PRO Premium Grout is designed for use on ceramic tile, glass tile and stone applications, both residential and commercial. Ideal for re-grouting applications. Perfect for swimming pools, fountains and other wet area applications.

KEY FEATURES:
- Meets performance requirements of AS ISO13007.2 & 3
- Inhibits the growth of stain-causing mould and mildew in the grout joints with antimicrobial product protection
- Uniform colour — no blotchiness or shading
- Easy to maintain and stain resistant
- Non-sag formula for walls and floors
- Unique design capabilities

PACKAGING:
- Mini Unit: Liquid components, gloves, sponge, and cleaning packets packed in one pail 4 units per carton / 45 cartons per pallet
- Full Unit: Equals four SPECTRALOCK® PRO Premium Grout Mini Units Liquid components, gloves, sponge, and cleaning packets packed in one pail 80 pails per pallet
- Commercial Unit: Equals four SPECTRALOCK® PRO Premium Grout Full Units Liquid components, gloves, sponge, and cleaning packets packed in one carton 44 cartons per pallet

COLOURS:
- 40 lifestyle colours
- 220 colours option when mixed with SPECTRALOCK® DAZZEL™
- Refer to LATICRETE Grout Colour Chart for complete colour selection information

For something special, add SPECTRALOCK® Grout DAZZLE™ a unique design component that offers limitless imaginative applications! Click here for more information.

SPECTRALOCK PRO® Premium Grout* is Stain Resistant and never needs sealing; helps keep tile installation looking brand new for years.

*United States Invention Patent No.: 6881768 (and other Patents)
CUSTOMER PROFILE: TWIN TOWNS SAND & GRAVEL

Twin Towns Sand & Gravel in conjunction with Brims Builders Hardware are based in South Tweed Heads, NSW.

Twin Towns Sand & Gravel carry a comprehensive range of tiling supplies and are a leading supplier of landscaping and building materials. They service tradies, renovators and DIY shoppers from Southport to Byron Bay offering an extensive product range, exceptional service and expert knowledge. Twin Towns Sand and Gravel, with Brims Builder’s Hardware, is your complete builders supply solution. From frames and trusses, timber, fibre, paint and power tools, they have it all, and deliver to site.

Andrew Pines is the manager of Twin Towns Sand & Gravel and he believes that the success of Twin Towns has been underpinned by building a loyal following of trade customers and DIY customers alike. We have been operating since 1996 and we pride ourselves on giving great advice, offering a great range of products at competitive prices and delivering top notch customer service. Twin Towns are open early week days and on Saturday mornings. We are the original ‘one stop shop’ servicing trade customers from Brisbane to Byron Bay and servicing the construction industries on the Gold Coast and Tweed Heads. We have built our vast knowledge through many years of experience, so whether you are a veteran tradesman, or a home owner with a DIY project in mind, you will receive the same professional service from us.

Andrew tells us that LATICRETE have been their premier tile adhesive since they entered the tile trade market years ago. “LATICRETE were the first to jump in and support us when we were looking for a premium brand adhesive. They have provided us with the strong technical support, staff training and great customer service.” Twin Towns have been a long-term customer of LATICRETE and believe that the relationship has delivered great value for both parties. “I have sold a lot of LATICRETE product over the years because I believe in it. LATICRETE are the original and the best when it comes to tile and stone installation solutions, and we believe in giving our customers the best quality product to ensure they get the best outcome. Whether your tiling a pool, or a bathroom, you only want to do it once and you want to do it right.”

Like all businesses Twin Towns Sand & Gravel is facing increased competition in the market place. “We have seen competition grow in the region and we welcome it.” “We believe what we offer today is better than ever and we believe that 2019 will be our best ever year.”

For more information on this business visit www.brimshardware.com.au or call Andrew on (07) 55236004.

"LATICRETE were the first to jump in and support us when we were looking for a premium brand adhesive. They have provided us with the strong technical support, staff training and great customer service." - Andrew Pines
Featured projects across Australia where LATICRETE installation materials have been used in the last couple of months. Some of the projects have been completed and some are still ongoing.

**ARMADALE POOL, VIC**

**PROJECT INFO:** Fully tiled pool renovation in Armadale, VIC.

**TILING CONTRACTOR:** Peninsula Pool Tiling

**BUILDERS:** Aquarius Pools

**PRODUCTS:** 335 Premium Flexible Adhesive

**GOLD COAST POOL, QLD**

**PROJECT INFO:** A residential pool project that features 1200x600mm & 600x600mm porcelain tiles for the renovation of pool steps, feature wall, infinity edge, pool surrounds and coping.

**TILING CONTRACTOR:** Sam Gardener Tiling

**PRODUCTS:** 4237 Latex Additive, LATAPOXY® Moisture Shield, HYDRO BAN®, 335 Premium Flexible Adhesive, SPECTRALOCK® PRO Premium Grout®, PERMACOLOR® Grout.

**PUTNEY HILL WATER FEATURE, NSW**

**PROJECT INFO:** Completed water feature in Putney Hill, NSW, featuring approximately 50m² of Ezarri mosaic tiles installed by using a range of LATICRETE materials.

**TILING CONTRACTOR:** House of Aqua

**PRODUCTS:** 226 Thick Bed Mortar, 3701 Mortar Admix, LATAPOXY® Moisture Shield, HYDRO BAN®, LATAPOXY® 300 Adhesive, SPECTRALOCK® PRO Premium Grout*, LATASIL 9118 Primer

**WAVELL HEIGHTS POOL, QLD**

**PROJECT INFO:** Indoor pool in Wavell Heights, QLD, features 500m² of Serapool Porcelain tiles.

**TILING CONTRACTOR:** Base Terrazzo & Tiling

**PRODUCTS:** 335 Premium Flexible Adhesive and PERMACOLOR® Grout.

**BRISBANE POOL, QLD**

**PROJECT INFO:** Residential 105m² pool project in Brisbane, QLD, featuring 20x20mm Bisazza, “Sydney Blend”, glass mosaic tiles for the pool and polished concrete for the coping.

**TILING CONTRACTOR:** Sam Gardener Tiling

**PRODUCTS:** 226 Thick Bed Mortar, 3701 Mortar Admix, LATAPOXY® Moisture Shield, HYDRO BAN®, 254 Platinum, SPECTRALOCK® PRO Premium Grout*, LATASIL™ 9118 Primer, LATASIL™

**WARRANTY:** 15 Year LATICRETE Warranty

*United States Invention Patent No.: 6881768 (and other Patents)
LATICRETE TRIVIA FACTS

Trivia Questions

01. LATICRETE exports to and/or produces products that are sold on how many different continents?
02. What is the colour of HYDRO BAN®?
03. When did LATICRETE Australia get established? Hint: Read here.
04. Who was the founder of LATICRETE?
05. True or False? LATICRETE Australian Head Office is in Sydney.

FUN FACT
Did you Know?
The name LATICRETE came from the words LATEX and CONCRETE combined with an I?
GETTING SOCIAL with LATICRETE Australia

Thank you to all our followers for tagging us in your projects! It’s great to see where our products are being used and what projects you are working on. Keep on sharing and who knows, your project may just land up in our newsletter or in a Project Spotlight!

@laticreteaustralia  LaticreteAus  laticreteaustralia  laticrete-australia-pty-ltd  au.laticrete.com
GET SOCIAL with LATICRETE Australia

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