About a month ago when we started writing this newsletter, we could not have imagined we would be rewriting it to reflect the current global crisis.

Prior to the COVID-19 pandemic, we had so many exciting updates to share with you — like our nomination for two UK Tile Association Awards (TTA) or the amazing art collaboration projects in Spain and Germany. This now seems superfluous and insignificant compared to the current situation in our community and throughout the world.

We would like to announce our recent move into new facilities in Castelnuovo Rangone, down the road from our previous Formigine location. While we are excited and enthusiastic about this move, know that most of our employees are working from home; we have taken preventive measures to protect our employees, families, and communities:

- **Activation of smart working**: most employees are working from home, equipped as needed with computer, telephone, etc.
- **Health precautions**: on company premises, workers are required to work at a safe distance from one another, and as required by the government: use of masks; daily check of incoming workers’ health (temperature); daily sanitization of the premises; disinfectant soap dispensers available throughout.
- **Suspension of business trips**: this means that for a period you will not receive visits from LATICRETE staff.

Of course, our commitment to meeting your needs remains a top priority.

Our production plants are currently in operation and are committed to the loading and unloading of goods, while using the necessary precautions. We remain alert, however, and will advise of any changes.

Best wishes to you, your family and all your staff! Be cautious and careful, and let us all act together to deal with this global health crisis.

For now, we have included some positive updates within our first newsletter of the year, and we hope you enjoy.

In case of questions or concerns, our staff is available by phone or email.

- **Ph**: +39 059 557680
- **Email**: info@laticreteurope.com

We continue to work to serve you, always and above all in this difficult situation.

Un caro saluto.

Eddy Bonuccelli
LATICRETE Europe Regional Director

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LATICRETE locations throughout the world have taken action to mitigate immediate risks of the COVID-19 virus.

Together, as a company, we’ve taken effective, timely and preventative actions in order to protect our employees, families, and communities. Contingency plans are in place covering a wide range of potential scenarios and our plans are updated regularly as more information on the virus becomes available. We are in constant communication with our suppliers and building up inventory as needed to support our customers.

Our commitment to serve our customers needs remains a top priority, and we will continue to do so however we can.
SOME SIMPLE RECOMMENDATIONS TO CONTAIN THE SPREAD OF CORONAVIRUS

- Wash your hands frequently with soap, and clean surfaces with chlorine or alcohol-based disinfectants.
- Avoid touching your eyes, nose and mouth.
- Avoid handshakes, hugs and sharing bottles and glasses with others.
- Cover mouth and nose with a disposable tissue when you sneeze or cough. If you do not have a tissue, use your bent elbow.
- Avoid crowded places and keep a distance of at least one metre from others.
- Stay at home if you are elderly or have a weakened immune system.
- If you have flu-like symptoms stay at home, do not go to the emergency room or doctor’s office, but call your general practitioner, paediatrician, primary care out-of-hours service (Guardia Medica) or regional information hotline.

SALUTE.GOV.IT/NUOVOCORONAVIRUS
The below list shows anticipated closures of LATICRETE Europe due to holiday schedules. These may change throughout the year.

<table>
<thead>
<tr>
<th>Date</th>
<th>Holiday</th>
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<tbody>
<tr>
<td>Wednesday, 1 January 2020</td>
<td>New Year</td>
</tr>
<tr>
<td>Monday, 6 January 2020</td>
<td>Epiphany</td>
</tr>
<tr>
<td>Monday, 13 April 2020</td>
<td>Easter Monday - Angel’s Monday</td>
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<tr>
<td>Friday, 1 May 2020</td>
<td>First of May</td>
</tr>
<tr>
<td>Monday, 1 June 2020</td>
<td>Closure</td>
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<tr>
<td>Tuesday, 2 June 2020</td>
<td>Republic Day</td>
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<tr>
<td>Monday, 10 August 2020</td>
<td>Summer Closures</td>
</tr>
<tr>
<td>Tuesday, 11 August 2020</td>
<td>Summer Closures</td>
</tr>
<tr>
<td>Wednesday, 12 August 2020</td>
<td>Summer Closures</td>
</tr>
<tr>
<td>Thursday, 13 August 2020</td>
<td>Summer Closures</td>
</tr>
<tr>
<td>Friday, 14 August 2020</td>
<td>Summer Closures</td>
</tr>
<tr>
<td>Monday, 7 December 2020</td>
<td>Closure</td>
</tr>
<tr>
<td>Tuesday, 8 December 2020</td>
<td>Feast of the Immaculate Conception</td>
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<tr>
<td>Thursday, 24 December 2020</td>
<td>Christmas Eve</td>
</tr>
<tr>
<td>Friday, 25 December 2020</td>
<td>Christmas</td>
</tr>
<tr>
<td>Thursday, 31 December 2020</td>
<td>New Year’s Eve</td>
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</table>
INTRODUCTION TO LATICRETE EUROPE TECHNICAL SERVICES

LATICRETE Europe appointed industry veteran Corrado Scollo to the position of Technical Service Manager in 2018. In this role he is responsible for key accounts, technical specifications, training, claims, and product troubleshooting.

10 QUESTIONS WITH CORRADO SCOLLO

1) What was your first job?
It was 1981 and I worked in the laboratory that performed tests on construction materials. I was in charge of tests for concrete, steel reinforcement rebar, and bituminous conglomerates.

2) How did you get involved in the tiling industry?
It was at Mapei. Thanks to the experience I gained at the building material test laboratory, Dr. Giorgio Squinzi, former CEO of Mapei, hired me in 1984 to work on a very modern electronic dynamometer. The device was so modern and sophisticated that even the builders could not use it properly. But after about a year of study and preparation, I was able to successfully program the dyno so that my colleagues in the laboratory could use it quickly and easily.

So, the Doctor then proposed that I work with the department responsible for developing tile adhesive and grout. After two years in this role, I was offered an opportunity to work in a new department that would develop an entire range of concrete restoration and waterproofing mortars.

My 6 years with Mapei were a great education for professional training and life. I am very grateful to that company.

3) Who do you most admire in any other industry?
I admire company owners who reward the professionalism and commitment of their employees.

To evaluate and understand companies, you need to know them from the inside, because I believe that good performance is not always the result of good management of people. I have friends who work at Ferrari S.p.A. and I can say that it is a good example of a model company.

4) If money was no object, what car would you buy?
Tesla Roadster!

5) If you could invent one product to make your job easier, what would it be?
I would invent something that lets you find a solution to the problems you face every day. Like in the Limitless movie with Bradley Cooper.

6) What did you want to be when you were growing up?
Until the age of 16, my dream was to become a combat aircraft pilot.

7) What do you do to unwind and relax?
I love spending time with my family or playing golf with friends.

8) If you could host a dinner party with any three guests, dead or alive, who would they be and why?
Leonardo Da Vinci, Albert Einstein, and Margherita Hack—because I would have an infinite questions to ask each of them!

9) If you could visit any place in the world, where would you go and why?
I would like to travel in China. China has a very different culture from my Italian culture but also has some ancient traditions that I admire a lot. But maybe I wouldn’t travel there right now, another time...

10) What do you think will be the next big technology advancement when it comes to tile design?
The tile as it is designed today is outdated. The continuous flooring surfaces applied directly on site are much better—even better if they are made of environmentally friendly raw materials such as the Green Line by LATICRETE!
We have listened to you, our valued customers, and we are excited to announce that we are updating our packaging to include easier identification within the global range of LATICRETE products. The new design will effectively communicate key product features as well as the product series.

A new look that will better serve you and your customers.

The newly designed packaging for our PERMACOLOR® SELECT grouts, 335 adhesives, and 325 adhesives will be the first to hit the market.
GREEN HAS NEVER LOOKED SO GOOD

The Green Flooring System by LATICRETE is based on ECO-Binder technology that replaces Portland cement and has a low carbon footprint. This environmentally friendly product range offers a high performance, fire resistant system with high impact strength and abrasion resistance, without cracks and shrinkage. This unique system is more economical to install than urethane or Methyl Methacrylates (MMA) flooring systems.

FEATURES & BENEFITS

- Self-levelling — quick application and easy to install
- Low VOC — EC1 PLUS rating
- High abrasion resistance
- Excellent chemical resistance
- Can be applied directly onto non-absorbent substrates (e.g. tiles)
- Can be patterned and decorated in infinite ways
- Can be coloured using PERMACOLOR SELECT COLOR KIT pigments

RECOMMENDED APPLICATIONS

- Residential
- Office
- Retail
- Shop Floors
- Supermarket
- Hotels
- Warehouses
- Manufacturing
Isidora Paz López, as art director, helped oversee and coordinate the installation of the Vogeltreppe mosaic project in Pirmasens, Germany.

Vogeltreppe translates to “bird trip” and this public art installation involved over 170 pieces and over 100 participants. Each mosaic piece involved birds between 10 and 30 cm and were made up of various finishes and tiles, including ceramic, porcelain, and glass.

Isidora and her team used the LATICRETE ‘One Step Method’ with 4237 LATEX ADDITIVE and PERMACOLOR® GROUT to facilitate installation. This method is a proven process that entailslatex admix being combined with grouting material resulting in basically an ironclad ‘grout adhesive’.

The One Step Method is a timesaver for mosaic installations, where the grout joints often are difficult to keep clean and clear of adhesive.

The Vogeltrepp Mosaic project was completed in December 2019 and is now open to the public. The final product is stunning and available for all to enjoy as it remains a public piece of art in Pirmasens, Germany. LATICRETE is proud and honoured to have been involved in this project.

Want to know more about the One Step Method used by Isidora and her team? LATICRETE offers free support on setting and grouting in one step (TDS187); our Technical Datasheets can be found under Support & Downloads on our website.

“It is very powerful to see the result of so many hands trying to make this world more beautiful, or inspiring people to admire and respect life and nature.”

- Isidora Paz López
A Christmas tree with a value estimated over €12 million (15 million USD) was on display in the lobby at the Kempinski Hotel Bahia near Marbella, Spain through December 2019.

Through another collaboration, haute couture designer and cakemaker Debbie Wingham and mosaic artist David Arnott did it again. This dynamic duo seems to be able to turn conventional art and materials into something spectacular, this time with the world’s most lavish Christmas tree.

With Debbie leading the charge, the pair created all ornaments for the tree, with all baubles made by hand, including their signature details of gold, diamonds, other precious stones, and mosaic tiles. Drawing inspiration from peacocks and Art Deco, ornaments were in the shape and style of luxury items such as purses, feathers, martini glasses, and Kempinski’s signature K.

The most valuable ornament was an emu egg estimated at £8.9 million alone, as it was set in 24-carat gold and covered in diamond dust. Other pieces included gold mosaic tile with diamond dusted grout, curated specifically for the Kempinski Hotel.

The most lavish tree was covered extensively by media, with over 70 articles, eight morning radio shows, and two prime time TV shows, ranging from The Times, CNN, Mail Online, BBC, Business Insider, and Forbes.com.

According to the Guiness World Record, the current world’s most expensive tree was valued at about 41 million AED (approximately $11 million USD) in 2010 at the Emirates Palace hotel in Abu Dhabi.
LATICRETE IS YOUR PARTNER.

For over 60 years, LATICRETE has offered training programs that provide the necessary education and skills for the future of construction. We are committed to ongoing education and technical support — we are committed to the next generation. For training inquiries, please reach out to: technicalservices@laticreteurope.com.

OUR COMMITMENT TO CONTINUING EDUCATION

Internal Commercial and Technical Training
Castelnuovo Rangone, Italy
February 2020
Involved: LATICRETE and Benfer team members

The Fit Out Expo 2020: Ireland’s Premier Design & Fit Out Event
Dublin, Ireland
February 2020
Supported by: RESIN WORKS (Natural Stone Carpets)

EdilRomanina Product Training Italy
Rome, Italy
December 2019
Involved: EdilRomanina team members

www.laticrete.eu
GETTING SOCIAL WITH LATICRETE EUROPE

Thank you to all our followers for sharing your projects with us!

It’s great to see where our products are being used. Keep on sharing, and maybe your project will end up featured in our newsletter or in a Project Spotlight!

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