Profit Through Knowledge Seminar

Date
Location

Attendees

Hosted by
; LATICRETE Regional Sales Manager

Program Goals
Learn How to Recommend Problem Free Tile and Stone Installation Materials
Learn the LATICRETE Family of Installation Systems
Learn about NEW LATICRETE products and functions
Meet the People of LATICRETE International Inc.
Date:

8:30 – 9:30  Class Room
            Demo Room
            Corporate Welcome
            - Program Overview
            - Administrative Issues - Attendee Introductions
            - Corporate Video
            - HYDROBAN® Hands-On Installation

9:30 – 10:00 Class Room
            Demo Room
            LATICRETE Membranes
            - LATICRETE HYDROBAN
            - LATICRETE 9235 Waterproofing Membrane / Hydro Barrier
            - HYDRO BAN Demonstration

10:00 – 10:30 Class Room
            Qualifying the Installation
            - Industry Standards
            - Five Points to Qualify an Installation System
            - Substrate Preparation Requirements

10:30 – 10:45 Cafe
            BREAK

10:45 – 11:15 Class Room
            Floor Heat

11:15 – 12:00 Class Room
            Underlayments
            - LATICRETE 3701 Fortified Mortar Bed
            - LATICRETE NXT™ Levelers
            - NXT Level

12:00 – 1:00 Cafe
            ** LUNCH **

1:00 – 1:30 Demo Room
            Underlayments Demo Continue
            - NXT Level Plus & 3701 Fortified Mortar Bed Demo

1:30 – 2:15 Class Room
            Demo Room
            Strata_Mat
            The Next Generation Uncoupling Membrane
            Strata Mat hands on Installation

2:15 – 3:00 Class Room
            HYDRO BAN Product Line
            LATICRETE® HYDRO BAN® Linear Drain, Bonding Flange Drain
            LATICRETE HYDRO BAN Shower Pans, Seats and Niches
            HYDRO BAN Sheet Membrane
            HYDRO BAN Board

3:00 – 3:15 Cafe
            ** Break **

3:15 – 4:30 Class Room
            Demo Room
            LATICRETE Multipurpose Thin- Sets
            LATICRETE 254 Platinum/4XLT/125 Sound N Crack Adhesive
            254R – 125 Sound N Crack Adhesive hands on

4:30 – 5:00 Class Room
            Review of Day

6pm
            Dinner at guest house

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<th>Time</th>
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<th>Activities</th>
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<td>Cafe</td>
<td>Breakfast at HQ</td>
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<td>8:30 – 9:30</td>
<td>Class Room</td>
<td>Portland Cement Grout</td>
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<td>Demo Room</td>
<td>Problems and solutions</td>
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<td>LATICRETE PERMACOLOR® Hands on</td>
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<td>9:30 – 10:30</td>
<td>Class Room</td>
<td>LATAPOXY Grouts</td>
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<td>Demo Room</td>
<td>- LATICRETE SPECTRALOCK® 2000 I.G.</td>
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<td>- LATICRETE SPECTRALOCK™ PRO Grout</td>
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<td>- SPECTRALOCK PRO Grout Hands-On Installation</td>
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<td>10:30 – 10:45</td>
<td>Cafeteria</td>
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<td>10:45 – 11:15</td>
<td>Class Room</td>
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<td>11:15 – 12:00</td>
<td>Class Room</td>
<td>Epoxy Adhesives</td>
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<td>- LATAPOXY® 300 Epoxy Adhesive</td>
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<td>- LATAPOXY 310 Stone Adhesive Demonstration</td>
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<td>LATICRETE Epoxy Adhesives 300210310.ppt</td>
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<td>12:00 – 1:00</td>
<td>Cafe</td>
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<td>1:00 – 1:45</td>
<td>Class Room</td>
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<td>2:00 – 2:30</td>
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<td>LATICRETE LATASIL™</td>
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<td>- Silicone sealants vs. other materials</td>
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<td>2:30 – 3:00</td>
<td>Demo Room</td>
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<td>3:30</td>
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<td>Review</td>
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Date: