



**Globally Proven
Construction Solutions**

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

<u>Time</u>	<u>Location</u>	<u>Activities</u>	<u>Presenter</u>
		Date:	
7:30 – 8:30	Cafe	Breakfast at HQ	
8:30 –9:30	Class Room Demo Room	Portland Cement Grout Problems and solutions LATICRETE PERMACOLOR® Hands on	
9:30 –10:30	Class Room Demo Room	LATAPOXY Grouts -LATICRETE SPECTRALOCK® 2000 I.G. - LATICRETE SPECTRALOCK™ PRO Grout - SPECTRALOCK PRO Grout Hands-On Installation	
10:30 – 10:45	Cafeteria	Break	
10:45 – 11:15	Class Room	Movement Joints TCNA EJ-171	
11:15 –12:00	Class Room Demo Room	Epoxy Adhesives - LATAPOXY® 300 Epoxy Adhesive - LATAPOXY 310 Stone Adhesive Demonstration LATICRETEEpoxyAdhesives300210310.ppt	
12:00 – 1:00	Cafe	Lunch	
1:00 – 1:45	Class Room	Plant Tour	
2:00 – 2:30	Demo Room	LATICRETE LATASIL™ - Silicone sealants vs. other materials	
2:30 – 3:00	Demo Room	Reduced Thickness Porcelain Panels	
3:00 – 3:30	Class Room	Web Site Review Warranty Review	
3:30	Class Room	Review	