



Globally Proven  
Construction Solutions



# LATICRETE® MVIS™ Frequently Asked Questions

## 1. What is LATICRETE® MVIS™?

LATICRETE® MVIS™ (Masonry Veneer Installation System) was designed to create a better way to install thin adhered masonry veneer. With over 50 years of setting industry standards with waterproofing and polymer fortified adhesive cement technology, LATICRETE offers an installation system that provides a permanent solution to adhering natural, manufactured stone and thin brick and other products to vertical and horizontal substrates.

LATICRETE MVIS is a system of LATICRETE products, when used in accordance with written instructions, provides the owner with a warranted solution for the installation of thin brick, manufactured stone, natural stone, and other thin veneer products.

## 2. What's wrong with the methods traditionally used to install thin adhered veneers?

While there have been many examples of success using the traditional masonry method of installation, the materials used — felt paper, metal lath and scratch coats made of Type S/N masonry mortars are not engineered as part of a complete wall system. Some limitations of this method include:

- Limited installation warranties  
*\* Absence of third party testing to substantiate performance levels.*
- Water resistant barriers are compromised causing water intrusion into the system
- Low bond strength adhesion values of traditional mortars result in delamination
- Lack of freeze/thaw durability
- Field mixed products lead to inconsistencies in mix ratios  
*\* Field labor inconsistencies lead to variable substrate quality.*  
*\* Substrate is seldom properly wet cured as stipulated prescriptively in the model building codes, resulting in shrinking and cracking.*



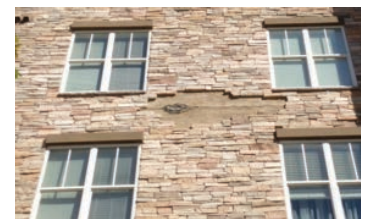
Example of Traditional System



Water Intrusion



Delamination of Stone



Adhesion Failures

## 3. What advantages does LATICRETE MVIS offer?

- 15 year labor and materials warranty over exterior steel or wood framed construction
- 25 year labor and materials warranty over masonry and concrete and interior wood and metal framed construction
- 15 & 25 labor and material warranty using Laticrete Premium Mortar Bed as lath with scratch and brown coat installation.
- Superior adhesive mortars with six to ten times the bond strength of traditional mortars
- Fully monolithic and load-bearing, fluid applied air and water membrane
- Faster and more economical system using factory blended and bagged, ready to use products
- Mortars provide non-sag — easily adjustable qualities producing easier installation
- LATICRETE Air & Water Barrier is ABAA evaluated as a fluid applied air barrier to resist building air leakage



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## 4. Is LATICRETE® MVIS™ more expensive than traditional systems?

No. While LATICRETE® MVIS™ individual components typically cost more per sku than traditional counterparts, the systems are not comparable in terms of total installation cost. In most cases the installed cost is actually less with LATICRETE MVIS.

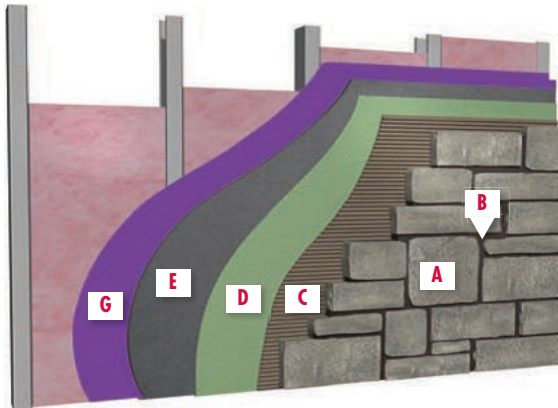
- Installation of cement backer board is faster and less expensive than a lath with scratch & brown coat method, saving both labor and material costs
- Traditional systems often use much more product due to waste and inconsistent jobsite mixing
- LATICRETE MVIS mortars offer faster installation of thin adhered masonry veneers
- The cost associated with non-warranted traditional products is often not calculated. For no additional cost, Laticrete offers a fully warranted system including the cost of materials and labor

## 5. Can anyone install LATICRETE MVIS?

LATICRETE MVIS can be installed by any trade. This includes, but is not limited to:

- Brick and stone masons
- Stucco and EIFS installers
- Tile installers
- Wall system experts

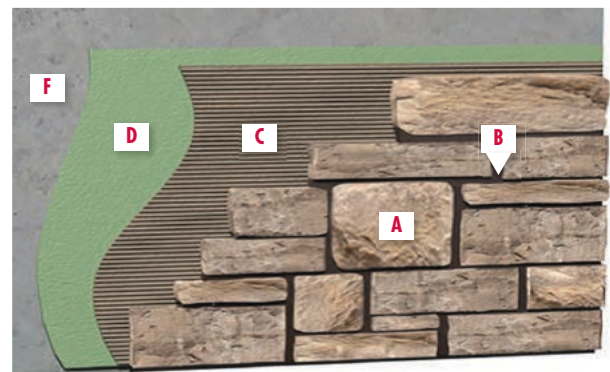
Any of these installers can offer owner warranties by LATICRETE.



### Exterior Wall – MVIS Installation

Framed wall with exterior rated sheathing – Cement backer board substrate. Add lath and Premium Mortar Bed design option for 15 year warranty.

**15 Year Labor and Materials Warranty**



### Exterior Wall – MVIS Installation

Concrete wall – direct adhered with fluid applied air and water barrier/waterproofing

**25 Year Labor and Materials Warranty**

#### DETAIL LEGEND:

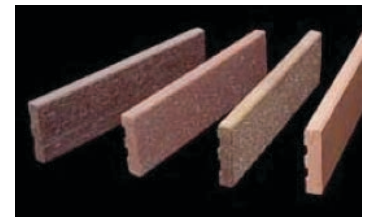
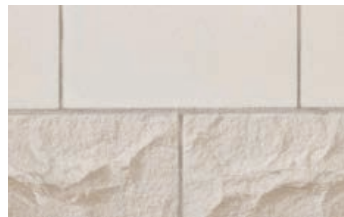
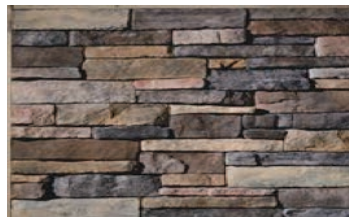
- |   |  |                                   |
|---|--|-----------------------------------|
| <b>A</b> Thin adhered masonry veneer        | <b>D</b> LATICRETE Air & Water Barrier | <b>G</b> Exterior rated sheathing |
| <b>B</b> LATICRETE® Masonry Pointing Mortar | <b>E</b> Cement backerboard            |                                   |
| <b>C</b> LATICRETE Masonry Veneer Mortar    | <b>F</b> Concrete or masonry           |                                   |

# LATICRETE® MVIS™ Frequently Asked Questions

## 6. What LATICRETE® MVIS™ adhesive mortar should I choose for my project?

The LATICRETE® MVIS™ product line features four adhesive mortar options, designed specifically for the type of adhered veneer to be installed.

- **LATICRETE Masonry Veneer Mortar** – patented, versatile polymer fortified mortar designed for the installation of thin adhered masonry veneers, stone and thin brick featuring superior non-sag capabilities and adjustability
- **LATICRETE Hi Bond Masonry Veneer Mortar** – the ultimate, polymer fortified, adhesive mortar designed for heavier natural stones or thin veneers approaching the 15 pound per square foot weight limit
- **LATICRETE Hi Bond Rapid Masonry Veneer Mortar** – the ultimate, fast setting, polymer fortified, adhesive mortar formulated for faster jobsite performances
- **LATICRETE Thin Brick Mortar** – an economical, multi-use, polymer fortified mortar producing maximum coverage for thin brick installations



## 7. How do I qualify for the warranty on my project?

LATICRETE does not offer certification for installers. Rather, in order to qualify for the LATICRETE MVIS warranty, the installer need only follow the instructions for a complete system. Components of a complete warranted system include, but are not limited to:

- Proper installation and joint preparation of the cement backer board over the exterior sheathing
- LATICRETE Air & Water Barrier applied in accordance with written instructions to meet or exceed 30 mils wet film thickness in two coats
- Proper flashing of required areas including penetrations
- 100% coverage using the LATICRETE MVIS mortars as per code for exterior veneer
- Use of all products in a complete system

## 8. Where can I purchase LATICRETE MVIS products?

LATICRETE MVIS is sold through contractor supply channels of distribution around the country.

See [http://www.laticrete.com/mvis/find\\_a\\_distributor.aspx](http://www.laticrete.com/mvis/find_a_distributor.aspx) for a distributor near you.

Please contact your local LATICRETE MVIS representative for additional information.

# LATICRETE® MVIS™ Frequently Asked Questions

## 9. Which thin veneer manufacturers recommend or require LATICRETE® MVIS™?

We have many partners that recommend and support the LATICRETE® MVIS™ for installation of their products. LATICRETE MVIS Partners value and understand project success is dependent upon quality veneers, installation materials and methods.



## 10. What architectural resources are available for specifying and recommending the LATICRETE MVIS?

LATICRETE offers full and short form architectural specification guidelines plus a full detail library. The specifications and details outline recommended installation procedures (flashing and tie-ins) for many common jobs. Please contact your local distributor or LATICRETE MVIS representative for additional information.

Many LATICRETE Partners also offer installation guidelines specific to their products.

## 11. What other resources are available?

Full website for LATICRETE MVIS: [www.laticrete.com/mvis](http://www.laticrete.com/mvis)

Full product catalog: <http://www.laticrete.com/Portals/0/datasheets/DS-005.2.pdf>

MVIS video: <http://youtu.be/4YQsgkelowg>

Warranty information: [http://www.laticrete.com/mvis/warranty\\_information.aspx](http://www.laticrete.com/mvis/warranty_information.aspx)

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