



***SUPERCAP***<sup>®</sup>  
The Next Generation Slab™

**FOR IMMEDIATE RELEASE**

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**LATICRETE SUPERCAP adds SUPERCAP ONTARIO as Newest Partner**



**August 21, 2012** - LATICRETE SUPERCAP, LLC, manufacturer of the revolutionary self-leveling LATICRETE<sup>®</sup> SUPERCAP<sup>®</sup> System, announced today its new partnership with SUPERCAP ONTARIO LTD.

SUPERCAP ONTARIO LTD. is pioneering the introduction of the LATICRETE SUPERCAP flooring system in Ontario. The LATICRETE<sup>®</sup> SUPERCAP<sup>®</sup> System is a superior performing, time-saving and cost-efficient method of finishing new concrete or capping existing slabs. This cutting edge system combines the power of the pump with the next generation of self-leveling materials, resulting in the “The Next Generation Slab™”.

The “Pump Truck” is a computer- controlled, mobile blending unit (MBU) that ensures perfect concrete mixing every time. Once mixed, formulas are pumped directly onto prepared sub-floors through a controlled high-rate piping and hose system. “Blending is done on-site at street level,” states John Sacco of LATICRETE SUPERCAP. “The pump truck can continuously deliver up to 15 tons of material per hour to all kinds of buildings, even high-rises located in congested areas that are as tall as 50 stories, covering up to 50,000 square feet per day.”

The LATICRETE SUPERCAP proprietary formula has tremendous flow and subsequent workability. Its low alkali formulation does not contribute to “alkali attack” on acrylic adhesives, as often is the case with conventional ‘green’ concrete. Additionally, this system eliminates the need for power-troweling and grinding.

**LATICRETE SUPERCAP, LLC**

“Noise, dust and ongoing bag clean-up issues are a thing of the past with the LATICRETE SUPERCAP environmentally-friendly system,” says SUPERCAP ONTARIO’s President Hilary Dunn. “Its technology allows for a completely new way of thinking about planning large-scale projects.”

“In Toronto, it can take up to a year to prepare a typical condo floor,” adds Dunn. “With the LATICRETE SUPERCAP technology, the project can be completed in a fraction of that time, with major cost savings.”

The LATICRETE SUPERCAP System has been used in hundreds of projects consisting of millions of collective square feet in major metropolitan areas. This new partnership represents the first time the technology has been made available in Ontario, which is North America’s second largest high-rise, commercial and industrial flooring market region.

LATICRETE SUPERCAP is a leading manufacturer of premium self-leveling materials for the building industry. The LATICRETE SUPERCAP System is a time-saving, cost-effective method for finishing new concrete or capping existing slabs that meet or exceed finished flooring tolerances. The system consists of a LEED-qualified, low alkali, premium self-leveling, cement-based technology that is installed using a patented computer-controlled mobile blending unit. For more information, visit the corporate website: [www.laticretesupercap.com](http://www.laticretesupercap.com).

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