



SUPERCAP[®]
The Next Generation Slab™

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First LATICRETE SUPERCAP Pump Truck Arrives in Ontario



Toronto, CANADA, June 25, 2013 – SUPERCAP ONTARIO LTD. today announced the arrival of its first pump truck, which will allow construction professionals in Ontario to finish new concrete or level existing slabs to the highest standard in record time while

significantly reducing project costs.

Pioneered by multi-national firm LATICRETE SUPERCAP, LLC, the SUPERCAP Mobile Blending Unit (MBU) mixes the proprietary engineered self-leveling cement formula at the job site using a computer-controlled on board system. The mix is then delivered from street level to heights of over 50 stories, eliminating the need for hauling unmixed materials into the building. LATICRETE SUPERCAP Applicators easily install the product onto the sub-floor at a rate of up to 30,000 pounds per hour, making 50,000 square foot installations possible in a single day.

The LATICRETE[®] SUPERCAP[®] SC500 is the most advanced self-leveling underlayment on the market today. The low alkali formula offers extremely fast curing times, allowing foot traffic to resume in 2 – 4 hours. Combined with the unmatched delivery capabilities of the MBU, the system is the long awaited answer to ensuring that all flatness tolerances are met with minimal project disruption.

LATICRETE SUPERCAP, LLC

“The LATICRETE SUPERCAP System is changing traditional methods of finishing and capping concrete slabs throughout the world and we are excited to bring this cutting-edge technology to Ontario,” says William Loveys, Vice-President of SUPERCAP ONTARIO, the exclusive supplier of the system in the province. “It has been proven to be better, faster, safer and less expensive on hundreds of job sites and over millions of square feet in major metropolitan areas. There is nothing else like it on the market today.”

“Today’s leading architects, engineers, contractors and developers are specifying the LATICRETE SUPERCAP System for all new construction,” Loveys says. “We expect our pump truck to become a regular sight at residential high-rise, retail, office and health care construction sites province-wide.”

Ontario is North America’s second-largest commercial, high-rise and industrial flooring market. The launch of the pump truck is particularly timely for Toronto, which leads all North America cities in terms of high-rise buildings under construction. According to a recent City of Toronto report, Toronto has 185 projects underway this year, compared with Mexico City (88) and New York (80).

SUPERCAP ONTARIO has tested the superior performance of the LATICRETE SUPERCAP System in large Toronto construction projects, such as the Aura tower, which is slated to become the tallest residential structure in North America.

About SUPERCAP ONTARIO LTD.: SUPERCAP ONTARIO LTD. is pioneering the introduction of the LATICRETE® SUPERCAP® flooring system in Ontario. SUPERCAP ONTARIO was awarded the exclusive Ontario rights to the LATICRETE SUPERCAP System in August 2012 and has assembled a team that includes top industry experts in the industrial flooring sector. For more information visit: www.supercapontario.com.

LATICRETE SUPERCAP, LLC is a leading manufacturer of premium self-leveling materials for the building industry. The LATICRETE SUPERCAP System is a timesaving, cost-effective method for finishing new concrete or capping existing slabs that meet or

exceed finished flooring tolerances. With a LEED-qualified, low alkali, premium self-leveling, cement-based technology, operated by a patented computer-controlled mobile blending unit (MBU), the LATICRETE SUPERCAP System is installed using an exclusive Pump Truck. For more information on The Next Generation Slab™, visit the corporate website: www.laticretesupercap.com.

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