



SUPERCAP[®]
The Next Generation Slab™

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LATICRETE SUPERCAP Receives “Expert’s Choice Award” At World of Concrete 2012



February 27, 2012: LATICRETE SUPERCAP, LLC, manufacturer of the revolutionary self-leveling LATICRETE[®] SUPERCAP[®] System, was awarded this year’s “Expert’s Choice Award” for the category of “Onsite Mixing, Pumping and Placement of Underlayment Material” at the World of Concrete 2012 exposition, held in Las Vegas, Nevada on January 24-27.

As in each year at this event, show management conducted the Most Innovative Products (MIP) Award Program, which offered show attendees and readers of key concrete industry media the opportunity to vote for products they discerned to be the most innovative. A panel of industry experts ultimately reviewed and selected MIP award winners.

At the event, LATICRETE SUPERCAP actually had in its exhibit the “Next Generation Pump Truck,” a state-of-the-art, Mobile Blending Unit (MBU) which optimizes finishing new concrete or capping existing slabs by mixing material onsite at the ground level and then delivering it as high as 50 stories, significantly increasing productivity in every possible aspect.



“We are honored to win this award,” stated Maria Oliveira, LATICRETE Corporate Marketing Manager. “Having our MBU right on the show floor at

LATICRETE SUPERCAP, LLC

World of Concrete proved to be a major draw. And, having the focused and energetic LATICRETE SUPERCAP team right there to answer questions and explain specifics about the program to interested attendees, was equally as important.”

Roughly 15 years ago, Stephen DeGaray had a vision of capping concrete using an onsite "Pump Truck." After a great deal of strategic Research & Development, his vision became a reality which ultimately has added countless benefits to the concrete construction sector. According to DeGaray, "The process has clearly put capping concrete on the table. More and more, it is being specified for key projects across the country.”

DeGaray further added, “With the LATICRETE SUPERCAP System, no unmixed materials ever enter the building, and the output can be up to 30,000 pounds per hour. This translates into faster turnover of each perfectly finished slab... and, that results in respective construction trades being back on the floor the following day to work on the next phase. Time and time again, those who specify LATICRETE SUPERCAP reap the benefits of a perfectly flat, deflection-free "Next Generation Slab.”

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 is a LEED-qualified, low alkali, self-leveling, cement-based technology that is installed using a patented computer-controlled mobile blending unit. LATICRETE International, Inc. is a US-based, family-owned global manufacturer and leader of premium installation and finishing systems for the building industry.

For more information, visit the corporate website: www.laticretesupercap.com.

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