Synthesis of Luxury and Innovation - Hotel ITC Kohenur, Hyderabad.

ITC Hotels added another jewel "ITC KOHENUR" to its luxury chain. Overlooking the Durgam Cheruvu lake, the hotel is located in IT Hub HITEC city area of Hyderabad. The new hotel houses spa, meeting and convention centre, suites and serviced apartments and 271 rooms.

ITC Hotels being a prestigious name in the global hospitality industry, had a very high standard of product specification. Architect firm W.S. Atkins - United Kingdom, who handled this project, made certain that MYK LATICRETE products were definitely used in this project, considering company's successful history of executing similar projects both in India and abroad.

The areas of tile & stone installation comprised of swimming pools, guest rooms, bathrooms, reception and corridor areas spreading to 2 lakhs sq. ft.

**MYK LATICRETE System proposed:**

**LATICRETE® DWA 215** - a specialty adhesive for fixing tiles on dry wall boards was recommended for installing Italian marble on calcium silicate boards in reception area, conference rooms & bathrooms covering an area of 60000 sq. ft. LATICRETE® DWA 215 is a modified Polyurethane Adhesive which is pre-blended single component and ready to use adhesive.

**MYK LATICRETE PUA 212** - a two component modified Polyurethane Adhesive designed for installation of tiles on various substrates was recommended to fix natural stone on metal surface.

**LATICRETE® 335 Multipurpose Thin-set Adhesive** was used for fixing glass mosaic tiles in swimming pool. This multipurpose polymer fortified thin-set adhesive is single component with high adhesion suited for demanding applications like swimming pools & water bodies. LATICRETE polymer modified thin-set adhesive creates a tenacious bond for the glass mosaic tiles. Superior strength, flexibility to handle structural movements, non-sag property are among the features of LATICRETE® 335 Multipurpose Thin-set adhesive.

**LATAPOXY® SP-100 Stainfree Grout for Floor N’ Wall** was used to fill the joints between glass mosaic tiles. LATAPOXY® SP-100 stainfree grout provides superior resistance to chemicals used for water treatment, pH imbalance & delamination from movement.

**Latex fortified thin-set adhesive** LATICRETE® 111 Crete Filler powder mixed with Latex 73 admix was used to clad Italian marble of size 3’x4’ on pillars.

**LATICRETE® 252 Ag Silver Thin-set adhesive** was used for fixing vitrified tiles on plastered walls in bathrooms spanning an area of 15000 sq. ft.

MYK LATICRETE’s ability to provide single source responsibility for these demanding, high performance applications dovetailed with technical & after sales service makes it the 'Numero Uno' choice of clients.
Passport to Success

MYK LATICRETE Training Centre at Hyderabad was the venue for the training programme, 'Passport to Success', which was conducted for group of dealers from Andhra Pradesh & Maharashtra on 10th & 11th May, 2018. The two days intensive training programme is designed specifically to familiarise esteemed business partners with MYK LATICRETE products. The training, provided by an experienced faculty, included classroom instructions as well as hands-on product demonstrations. Our Associates also had the opportunity to visit our R&D laboratory and interact with scientists on new innovations etc.

Imparting Knowledge

A training session for engineers and architects was conducted by MYK LATICRETE technical services team. Information about MYK LATICRETE product range and latest technical developments in tile & stone installation systems was shared during the meets.

Archnova, Thiruvur, Kerala - 21st & 22nd June 2018
MYK LATICRETE showcases its products

MYK LATICRETE showcased its world class product range at Build Expo, Sri Lanka. Visitors evinced keen interest and the products won admirers for their innovativeness, super quality and greater benefits.

Build Expo, Sri Lanka.

BRAND CHAMP

Introducing Stain-free, Translucent Grout which allows the light to pass through. Designed especially for interior and covered exterior floor and wall joints of all types of tiles.

Applications:
Institutional and commercial kitchens, cafeterias, residential facilities, rest rooms, schools and wet areas like swimming pools, sauna, water bodies and wash rooms.

Advantages:
- Allows the light to pass through
- Chemical & Temperature resistant
- Strong & Durable
- Anti-bacterial & Anti-fungal

Suitable Substrates:
- Ceramic tile
- Granite
- Vitrified tile
- Precast Terrazzo tiles
- Agglomerates (Engineered Stones)
- Marble
- Glass Mosaic Tiles & Glass tiles.
- Metal tiles

Coverage:
Varies with tile size and grout width.

Packaging:
1 kg & 5 kg pails
Translucent Grout

Q What is Translucent Grout?
A With it is an epoxy stain free, chemical resistant grout which allows the light to pass through.

Q Is it water and shock resistant?
A Yes it is shock, water and crack resistant and can be used interior and exterior joints.

Q What are the suitable substrates?
A You can install in joints of various substrates like ceramic tile, vitrified tile, glass mosaic, glass tiles, granite, marble, metal, agglomerates and precast tiles.

Q What standards does it conforms to?
A It complies with ANSI A 118.3, EN 13888 standards.

Q What is the pot life of Translucent grout?
A The pot life is 45 minutes.

Q What is the application and cleaning procedure?
A The application and cleaning procedure is similar to SP-100 grout. Please refer technical data sheet for application and cleaning procedure.

Q How is it different from SP-100?
A SP-100 stain free epoxy grout is available in 37 colours. Translucent grout is available in single glass bead colour. This grout has higher abrasion resistance compared to SP-100. The grout can be highlighted using different coloured lighting from back ground which enhances the beauty of the glass tile installation system.

Q What is the area of application?
A It is recommended for institutional, commercial kitchens, counter tops in restaurants and bars, cafeterias, residential facilities, rest rooms, schools and wet areas like swimming pools, sauna, water bodies, children wash rooms and general wash areas.

Translucent Grout without light
Translucent Grout with light passing through