PARTNERING WITH IKEA FOR THEIR FIRST STORE IN INDIA.

The arrival of Ikea to Hyderabad was a much anticipated and celebrated event. There was a media frenzy about the brand that came to become synonymous with innovative product design and ultramodern lifestyle. At MYK LATICRETE, it was an opportunity to create that special bond with our innovative tile adhesives.

Looking Beyond Growth. Forging Resilient Bonds.

Year after year, MYK LATICRETE works tirelessly to retain its leadership status as the ‘go-to’ name in tile and stone installation, and maintenance solutions. To this end, the company has constantly innovated in order to add to its range of products.

While this has always served as a winning move, MYK LATICRETE believes that the true measure of growth is reflected not just in sales numbers, but also in the strength of the bond that it shares with various stakeholders from the design and construction industry.

Taking a leaf out of its own book, MYK LATICRETE’s penchant for developing products that assure resilient bonds was also reflected in its endeavour to harness new age technology to bolster key stakeholder relationships in the year 2018.

Therein, it launched two path-breaking apps - BANDHAN and RISHTA - that were curated to serve two very specific purposes and target categories. While BANDHAN is an innovative ‘at your fingertips’ Management System meant for Distributors, RISHTA addresses the myriad needs and distinct requirements of Contractors, Dealers, Applicators, Architects and End Consumers as an Influencer app with benefits abound.

Both offerings are being very well received, thereby ramping up the convenience factor and tech savvy quotient for the end users, and enhancing brand recognition and loyalty. A true ‘win-win’ situation for all. MYK LATICRETE’s commitment to thinking beyond the traditional trajectory of success proves that today, reinforcing critical relationships, is crucial to ensuring the transformative progress of an organization.

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When we approached IKEA, they were employing the traditional cement-and-sand method of fixing tiles. They believed the traditional method worked well and saw no need to change. It was a difficult call for the team to convince them, however, we went ahead with confidence and explained the technical and aesthetic aspects that our tile adhesives bring to IKEA’s new store.

IKEA team went through all the technical parameters led by our teams. Eventually, IKEA asked us to do a pilot so that they can see the difference tile adhesives bring. Our teams regrouped and quickly demonstrated how MYK LATICRETE’s tile adhesives can be applied.

We used some of our most innovative products to demonstrate their innovative excellence. LATICRETE® 290 Premium Floor and Wall thin-set adhesive is used to fix ceramic tiles. This special adhesive is particularly useful in the washrooms and kitchen areas where moisture can cause tiles to warp or lift off the substrate.

LATICRETE® 290 Premium Floor and Wall thin-set adhesive passed the adhesion test conducted by the consultant against a competitor product by proving its durability in heavy usage areas.

The other two products which shone were MYK LATICRETE SP100 tile joint and the DWA 215 speciality adhesive. The SP100 tile joint proved vastly superior to traditional grouting methods with its easy application, and its anti-fungal, water resistant properties.

MYK LATICRETE DWA215 is a speciality adhesive which is used in display areas/ mock up areas to install tiles on backer boards, ensuring a strong and durable adhesion.

IKEA’s international team was clearly impressed by the pilot work. Eventually, IKEA approved MYK LATICRETE tile adhesives for their first store in India. The project for IKEA was finished in six months, at the end of which a total of 60,000 square feet of surface has MYK LATICRETE products. It was a proud moment for everyone involved in the project when two brands that are known for innovation and modernity have came together.
Tile Adhesives are fast becoming the most preferred choice for installing tiles and stones. However, many still do not know how to handle and apply them. Here are a few popular queries. It is important to educate end-users so that they derive the maximum advantage from tile adhesives.

**When to recommend polymer modified adhesives? What happens when you recommend low cost thin-set adhesives for installation of tiles/stones?**

Locally available low-cost adhesives are factory made blend of OPC and other aggregates. These adhesives are not suitable for installation of ceramic and vitrified tiles on the floor, where the typical shear and tensile stresses can’t be withstood by the performance parameters required.

These adhesives lose free water that could transport soluble impurities to the pores of the stone by diffusion, causing irreparable damage. Hence, they should never be recommended for any kind of stone installation.

When it comes to critical application areas that are constantly exposed to water/rain/UV or natural vibrations – like internal wall, external facades, swimming pools, bathroom and Kitchen walls – we recommend polymer modified thin-set adhesives for tile/stone installations.

This is because, polymer modified thin-set adhesives are dosed with polymers that help with water retention and enhance flexibility, thereby helping tiles/stones bond well to the substrate and also withstand gravity shear stresses as well as natural vibrations.

Moreover, their excellent water retention property greatly reduces the risk of diffusion of water-soluble impurities into the pores of natural stone.

**What happens when you mix cement with thin-set adhesives?**

The factory made thin-set adhesives have certain amount of polymer which is dosed to take care of the self-curing property of the adhesive. When additional cement is added, the dosed polymer is not sufficient for making the adhesive’s self-curing. When you use factory made adhesive, you don’t have to cure the area where tiling is done.

But when additional cement is added, the modified adhesive requires curing and without sufficient water curing, the adhesive develops cracks and tile de-bonds from the substrate.

**Important:** The polymer dosing in factory made adhesives is done based on the cement content present in the adhesive and is based on the type of adhesive being proposed for installation of tile or stone.

**Can cement be mixed with thin-set adhesives?**

Cement can be mixed easily with grey coloured thin-set adhesives owing to both of them being in the ‘Grey’ powdery form. We have seen that applicators sometimes tend to mix cement with thin-set adhesives before tile installation, as it brings the overall cost of tile installation down.

But is mixing cement with thin-set adhesives really going to help with tile installation? No. In fact, mixing cement with thin-set adhesives proves detrimental to the bonding strength between the tile and substrate.
EVENTS AND HAPPENINGS

MYK LATICRETE at IDAA EXPO 2018
14th, 15th & 16th December 2018
Ahmednagar

The Gold Standard of Relationship
GOLD RUSH FOR CENTRAL INDIA
20th December 2018
Hotel Novotel
Hyderabad

BRANDING OUT LOUD

Sharing Innovative Solutions
ENGINEERS MEET
27th December
Bangalore

Winners receiving Motorcycle from Mr. Murali MD

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