LEADERSHIP SPEAK

At MYK LATICRETE
Innovation is our forte

We have proudly led the Indian tile installation materials industry with innovative technologies that allow for faster, more cost-effective methods of installing tile or stone. Our rise in the market has been due to our quality, innovative products & service to our valued customers. MYK LATICRETE offers dedication to quality that results in globally proven solutions for virtually every application, thus making every construction strong, beautiful & long lasting. Our approach for complete system solutions and right product recommendation has been demonstrated in a wide range of installation areas including Facades, Swimming pools, Renovation works, Residential, Commercial & Industrial floors. We are happy and honoured to be associated with projects such as Statue of Unity, Lodha World One Towers, National War Memorial and many more which dot the skyline of India.

Continuing our tradition of product innovations, we have launched two specialized stone adhesives LATICRETE® 320 Thick Bed Adhesive and LATICRETE® 340 Medium Bed Adhesive which will cater the demanding natural stone applications.

Our commitment to innovation continues into the future as we pursue our vision “To be the leader in Indian Tile & Stone installation products & systems measured by brand awareness, customer satisfaction and revenue”.

PROJECT GALLERY

Commercial
Vegas Mall, New Delhi.
Products - PUA 212
Area - Interior & exterior
Finish type - Marble

Residential
Lodha World one, Mumbai.
Products - MaxiSeal Plus
Area - Interior Floor
Finish type - Lime Stone

Facade
Dhirubhai Ambani JIO Centre, Mumbai.
Products - LATAPOXY® 310
Area - Interior & exterior
Finish type - Marble
A remarkable piece of architecture, The National War Memorial in New Delhi is spread across 40 acres of lush green area dedicated to the men of valour who laid down their lives for India. This iconic vision took 3 years to realise is constructed in concentric circles. The first National War Memorial of India is inscribed with the names of over 26000 martyrs.

MYK LATICRETE was tasked to ensure that almost 30,000 sand stone tablets laid out stay reinforced throughout the years.

We recommended the adhesives, grouts and sealers that hold together the sand stone and protect it. The challenge was the extreme climatic conditions in New Delhi and we ensured that only the right products were used in this prestigious monument.

LATICRETE® 335 Multipurpose Thin-set Adhesive was used for fixing sand stone tablets on the cured screed. This multipurpose polymer fortified thin-set adhesive is single component with high adhesion suited for demanding exterior area applications. LATICRETE® polymer modified thin-set adhesive creates a tenacious bond. Superior strength, flexibility to handle structural movements, non-sag property are among the features of LATICRETE® 335 Multipurpose Thin-set Adhesive.

LATICRETE® STELLAR™ is India’s first Ready-to-use Grout highly suitable for exterior applications. This single component high performance modified joint filling grout was used for filling joints between sand stones. LATICRETE® STELLAR™ offers excellent colour uniformity, durability, stain protection and is UV resistant.

LATICRETE® 190 Sealer was used to protect sand stones from stains. It forms an invisible barrier that is resistant to moisture and reduce porosity without altering the natural look of the stone. It also makes the stone weather resistant.

MYK LATICRETE takes honour for being associated with this iconic memorial of India.
Fixing stones requires special care and application methods. MYK LATICRETE Stone Adhesives are manufactured exclusively for fixing stones in way that preserves the look and integrity of stone floors and walls.

Why is a special adhesive required for Natural Stones?

Before we tell you why a special adhesive is required for Natural Stones, let’s look at the special characteristics of Natural Stones and the typical issues that are encountered during the installation of Natural Stones through the traditional cement slurry method.

Natural Stones are highly porous and contain dissolved salts in varied amounts.

- Stones usually are installed on sand bed using highly diluted cement slurry. The sand bed is not strong enough to support the service loads and also contracts over a period of time by losing the initial water given in the form of slurry.

- Cement loses water quickly and this water rises up the capillary pores of the natural stone and ends up leaching dissolved salts that appear as powdery stains and result in wet patches and picture framing.

- Such stains and picture framing spoil the aesthetics of expensive stones, particularly looking bad on Imported Italian Marbles.

Natural Stones are quite heavy and the slab thickness is usually not less than 15 mm.

- To bear the service loads, the bed over which the stone is installed should be strong enough and not move, settle or crack under the loads. Hence it is recommended to use a strong bed like cement sand screed before installation of natural stones using adhesives for better durability.

- In the unlikely situation of not providing a cement sand screed (which is cured and ready to receive the stone finish), the only solution is to install the stones directly using a thick bed adhesive.

LATICRETE® 320 is designed to use as a thick bed adhesive up to a bed thickness of 40mm in one go. This eliminates two operations of laying a screed and curing the same before installation of natural stones.

LATICRETE® 340 is designed as a medium bed adhesive for helping the mason to install natural stones on interior and exterior walls, which are not true to plumb.

Both the above adhesives are specially designed for Stone Installations and are polymer modified to help with water retention and enhanced curing.

Water retention greatly minimises shrinking and creation of hollow spaces, thereby giving you a superior bond with the substrate and greatly reducing the chances of Picture Framing or the formation of powdery stains on the stone surface.

What are the salient features of LATICRETE® 320 & LATICRETE® 340?

Features of LATICRETE® 320 and the advantages it offers

- Installation of Natural Stone slabs on the floor with a bed thickness of up to 40 mm - As a thick-set adhesive, LATICRETE® 320 acts as a screed cum adhesive for easy stone installations even on undulated floors, hence saving time during stone installation.

LATICRETE® 320 is specially formulated to be a non-sag polymer modified adhesive and complies with both EN/ANSI 118.4 standards. With a bed thickness of up to 40 mm, it seamlessly installs thicker and heavier natural stone slabs on the floor without any lippage.

Features of LATICRETE® 340 and the advantages it offers

- Installation of Natural Stone slabs on the wall with a bed thickness of up to 15 mm - With a bed thickness of 15 mm, LATICRETE® 340 allows for easy installations of thick and heavy natural stone slabs on the wall which are not to plumb. It is specially formulated to be a non-sag polymer modified adhesive and complies with both EN/ANSI 118.4 standards, thereby seamlessly installing thicker and heavier natural stone slabs on the wall without any lippage. With a C2TES1 designation, LATICRETE® 340 is a flexible adhesive, accommodating for movements arising out of natural and thermal vibrations and gravity on the wall.
EVENTS AND HAPPENINGS

MYK LATICRETE at DALAN 2019
8th to 11th February 2019
Kolhapur

MYK LATICRETE at BUILDCON EXPO 2019
1st to 3rd March 2019
Chennai

ROAD SHOWS FOR MASON'S
@
Hyderabad
Bangalore
New Delhi

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