Our achievements as a company are linked to our relationships and we are totally indebted to our clients and partners who, in the Holy month of Ramadan, chose to spend their time with the team at Laticrete Middle East, during iftar. Thanks to an outstanding turnout, the event was a huge success and I am thankful for the strong bonds we have built with our clients over the years.

As we head into the peak summer months and what is commonly thought of as the slowest period of the year, Laticrete Middle East is hard at work developing and expanding our range of premium product offerings in the region.

The upcoming quarter will see us offer new additions within our waterproofing, grout, wall & flooring range of products. These new products, featured in this and our upcoming newsletters, will expand on our current product offerings in each of these categories and see us provide a full spectrum of applications for projects.

Our team in Saudi Arabia has been working with several key projects in the region. In this issue we feature one such project, the Nesto Hypermarkets. Nesto is a respected name in the retail industry, with their retail establishments spread across the Middle East & India. LATICRETE® products were extensively used for the recent opening of the largest Nesto Hypermarket in Saudi Arabia, and we are pleased to be a part of this milestone project.

Any organization is only as good as its people and it fills me with pride to see so many of our team members celebrate their long service with Laticrete Middle East. To these team members who are celebrating their 5 and 10 year journeys with LATICRETE, I would like to thank you for your hard work and perseverance.

Ritesh Singh
General Manager
LATICRETE Middle East and Africa

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EN 12004 Classifications

To help simplify the selection of tile installation materials (including adhesives, grouts, membranes, and screeds) the European standards community created a classification system. The goal of the EuroNorm (EN) standards is to establish a product classification code for the European community to quickly and easily tell an architect, specifier, tile contractor or distributor exactly how a product is designed to perform.

EN standards require that tile installation components pass certain minimum performance tests before it may be accredited with a Performance Classification. This Performance Classification is expressed as letters and numbers in an easy-to-use and easy to understand code. The EN classification system is more encompassing than the ISO classification system. For more information regarding ISO classifications, please refer to TDS 137150. EN incorporates not only tile adhesive (EN 12004) and grout standards (EN 13888), it also incorporates screed materials (EN13813) and liquid applied water impermeable products, or waterproofing membranes (EN 14891).

TILE ADHESIVES are classified as follows according to EN 12004:

### A. Types of Adhesives:
- **Cementitious Adhesives**
- **Dispersion Adhesives**
- **Reaction Resin Adhesives**

### B. Classes of Adhesives

<table>
<thead>
<tr>
<th>Class</th>
<th>Type</th>
<th>Characteristics</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Normal</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Improved</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Fast-Setting</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Adhesive with Reduced Slip</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Adhesive with Extended Open Time</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Deformable</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Highly Deformable</td>
<td></td>
</tr>
</tbody>
</table>

For each type of adhesive, it is possible to have one of two classes, and different optional characteristics of the adhesive based on performance. The designation of the adhesive consists of the letter for the adhesive type (C, D or R), followed by the number of the class (1 or 2), and/or the corresponding letter for the characteristic(s) of the adhesive (F, T, E, S1, S2). To make it easier please refer to the chart below:

<table>
<thead>
<tr>
<th>Type</th>
<th>Class</th>
<th>Characteristic</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>C</td>
<td>1</td>
<td>F</td>
<td>Fast-setting cementitious adhesive with improved characteristics and deformable (C1F S1)</td>
</tr>
<tr>
<td>C</td>
<td>1</td>
<td>T</td>
<td>Cementitious adhesive with improved characteristics and slip-resistance (C1T)</td>
</tr>
<tr>
<td>C</td>
<td>1</td>
<td>E</td>
<td>Cementitious adhesive with slip-resistance and extended open time (C1E)</td>
</tr>
<tr>
<td>C</td>
<td>2</td>
<td>F</td>
<td>Fast-setting cementitious adhesive with improved characteristics and slip-resistance (C2F)</td>
</tr>
<tr>
<td>D</td>
<td>1</td>
<td>T</td>
<td>Normal dispersion adhesive with slip-resistance (D1T)</td>
</tr>
<tr>
<td>D</td>
<td>2</td>
<td>T</td>
<td>Dispersion adhesive with improved characteristics and slip-resistance (D2T)</td>
</tr>
<tr>
<td>R</td>
<td>1</td>
<td>T</td>
<td>Normal reaction resin adhesive with slip-resistance (R1T)</td>
</tr>
<tr>
<td>R</td>
<td>2</td>
<td>T</td>
<td>Reaction resin with improved characteristics and slip-resistance (R2T)</td>
</tr>
</tbody>
</table>

Note: The above mentioned designations are not all of the possible combinations. Additional designations can be inserted according to the combination of the different symbols for the characteristics. For example, C2TES1 is a deformable cementitious adhesive with improved characteristics, slip-resistance and extended open time.

Now that we know what the performance classification codes designate it is important to know exactly what each code designation means. The following terms and definitions can help understand what it all means.

- **Cementitious Adhesive (C)** — mixture of hydraulic binding agents (e.g. portland cement), aggregates, and organic additives (e.g. latex polymers, moisture retention additive, etc.) to be mixed with water or latex admix before mixing.
- **Dispersion Adhesive (D)** — ready-to-use mixture of organic binding agents in the form of an aqueous polymer dispersion, organic additives and mineral fillers — mastic type products.
- **Reaction Resin Adhesive (R)** — single or multi-component mixture of synthetic resin, mineral fillers and organic additives in which curing occurs by chemical reaction — epoxy or urethane based products.

**Slip-Resistance (T)** — the downward movement of a tile away from an applied adhesive and meet tensile adhesion strength requirement must be 0.5mm for a C or D adhesive, and 5mm for a type R adhesive.

**Fast-Setting (F)** — adhesive with accelerated cure time that must achieve the minimum strength requirements of a fastsetting adhesive.

**Deformability (S)** — capacity of a hardened adhesive to be deformed by stresses between the tile and the substrate without damage to the installed surface — to pass S1 requirements an adhesive must be able to deform 2.5mm but < 5mm; to pass S2 requirements an adhesive must be able to deform 5mm. This designation does not apply to reaction resin adhesives (R) or dispersion adhesives (D).
A part of the WESTERN International Group, Nesto Hypermarkets were established in 2004 and are a respected name within the retail industry across the G.C.C.

Starting out moderately, over a decade ago, Nesto has now become a pioneer with over 69 retail outlets across the Middle East & India. Nesto, as a part of WESTERN INTERNATIONAL GROUP, owns remarkable brands like Geepas, Young life, Royal ford, Olsenmark, Clark ford, Para John, Baby Plus, Brand Zone, Shoe Point and G-square.

With a large volume of footfall through daily visits by patrons, the quality, safety and reliability of their supermarkets is of utmost importance to Nesto. As pointed out by Mr. Fauz Mohammed, Senior Architect of the Nesto Engineering Division, “Nesto has an independent engineering division in Saudi Arabia, involving architects and project managers. We design and manage projects for Nesto from the start to finish. We also give specifications for the type of material that need to be used and are also responsible for the project management, supervision and quality control for each project to ensure projects are completed on time and in high standards.

We are aware of LATICRETE® as a brand as LATICRETE was first used in the Nesto Sharjah project near national paints and the Nesto Ajman project as well.”

When it came time to further develop the Nesto retail brand in Saudi Arabia, the team from LATICRETE Saudi Arabia were keen to work with and supply LATICRETE products to the two new hypermarkets in the region. Working with the Nesto Engineering Division and the main contractor Saudi Keel, LATICRETE was specified for tile adhesives and grouts for the Nesto Al Khajr and Nesto Villagio projects. The Nesto Al Khajr is also the biggest Nesto outlet in Saudi Arabia.

Covering a combined area of over 14,500 square meters, the following Laticrete products were specified and approved for us on-site:
335 Premium + Tile Adhesive is a high performance, polymer fortified, flexible, thixotropic adhesive for installing tile & stone. This product meets and exceeds requirement for ANSI A 118.4, 118.11 - C2TE S1. It is recommended for heavy-duty floor areas such as shopping mall, supermarkets and is excellent for totally submerged areas such swimming pools, fountains and water tanks. With an excellent adhesion for glass mosaic, it is also specially formulated for large format porcelain tiles, ceramic tiles and heavy stones.

305 Tile Glue - A factory made bagged cementitious powder, containing portland cement and silica sand, it can be mixed with water for installing small and medium size ceramic floor tiles in interior areas, using the thinset method of installation. 305 is ready to use and has to just be mixed with water. It has a good open time, has a good bond and is durable. 305 is designed for interior installation of small & medium size ceramic tiles.

317 Floor & Wall - 317 Floor & Wall is a bagged cementitious powder. It is mixed with either water or latex admixture for installing ceramic tile and stone using the thin-set method of installation. 317 Floor & Wall must be fortified with 333 Super Flexible Additive or 3701 Mortar Admix for exterior use, porcelain, mosaic, glass and stone tiles, and heavy traffic areas. 317 Floor & Wall has an excellent non-sag formula for wall applications, is smooth with an easy to trowel formula and can be used for walls and floors.

SPECTRALOCK® PRO Grout* - SPECTRALOCK PRO Grout is a patented, high performance epoxy grout that offers color uniformity, durability and excellent stain resistance with extraordinary ease of use. It is designed for use on ceramic tile, glass tile and stone applications, both residential and commercial. It can be used both interior and exterior on floors and walls. Ideal for re-grouting applications, SPECTRALOCK PRO Grout is perfect for swimming pools, fountains and other wet area applications. SPECTRALOCK PRO Grout is available in a tremendous range of colors, including 40 traditional solid colors and many exciting options using SPECTRALOCK DAZZLE™ which include Gold, Silver, Copper, Mother-of-Pearl, Glow-In-The-Dark, and a host of other bright colors. With all its performance advantages, SPECTRALOCK PRO Grout provides some very important workability features and anti-microbial protection to help inhibit the growth of mold and mildew into the grout.

*Patent #s: United States Invention Patent No.: 6881768 (and other Patents)

The team from Saudi Arabia made sure to provide tile fix and grout samples well ahead of time and were available onsite for a hands on training on the proper application methods, including the proper cleaning of the tiles post application.

Noting the overall quality and finish at the project site, Mr. Fauz Mohammed, Senior Architect of the Nesto Engineering Division observes, “We were really impressed with the product quality and were able to drastically reduce the breakage of tiles, which was a major issue in our previous projects. For all technical queries & onsite mock-ups, we were very pleased with Mr. Vivek Mohile and his team for their support throughout the project.”
Congratulations on achieving the long service awards with LATICRETE Middle East!

We are proud to have colleagues who have spent a better part of their professional careers with LATICRETE Middle East. We appreciate the faith that they have bestowed us with and are proud to have them be a part of our LATICRETE Family!

SUCCESSFULLY COMPLETED
5 YEARS IN LMEA
FAHEEM ABBAS
BALESH KUMAR
SHIBU THAMPI
SHAIKH NAYEEM

Connecting, socialising and sharing the spirit of Ramadan with our neighbours.

Middle East Plastics LLC spent an evening with us at our humble Iftar. Seen here with fasting and non-fasting members of our manufacturing team, it was a simple, pleasant get together.
IFTAR MEET 2019
AT JW MARRIOT

During the Holy month of Ramadan, LATICRETE Middle East hosted a lavish Iftar for their guests and their families at the JW Marriott Marquis, Dubai. The event was graced by over 250 people, highlighting the strong relationships that have been built by the LMEA team over the years.

Celebrating family and togetherness, the team at LMEA chose to break their fast with guests and their family members with the help of traditional dates, followed by a scrumptious dinner.
AQUA BARRIER is a two-part polymer modified cementitious waterproof slurry comprising of a liquid polymer part and cement-based powder part. When mixed together and applied it cures to a flexible elastomeric membrane. It is applied to concrete and masonry water retaining structures to prevent water infiltration. AQUA BARRIER must be reinforced with Aqua Barrier Net across all construction joints, bends and hairline cracks.

- EXCELLENT WATERPROOFING.
- HIGHLY FLEXIBLE, ACCOMMODATE THERMAL MOVEMENT OF SUBSTRATE.
- SUPERIOR CRACK-BRIDGING
- HIGH RESISTANCE TO CHLORIDE AND OTHER SALTS
- STOPS WATER INGRESS BUT ALLOWS SUBSTRATE TO BREATHE
- SUPERB ADHESION WITH SUBSTRATES
- PROTECTS AGAINST CARBONATION