MOHANDIS CORNER
POLYASPARTIC TECHNOLOGY

FEATURE FOCUS
LATICRETE® FLOORING SOLUTION BRINGS A 20 YEAR OLD FLOOR, BACK TO LIFE!

NEWS & EVENTS
MVP TRIP TO NEW YORK
LATICRETE MIDDLE EAST IS SOCIAL!

LATICRETE® FLOORING SOLUTION BRINGS A 20 YEAR OLD FLOOR, BACK TO LIFE!

LATICRETE MIDDLE EAST IS SOCIAL!
LATICRETE Middle East is Social!

With the aim to reach out and spread our brand awareness, reach and visibility, the team at LMEA is taking our social outreach to the next level. We are available across platforms such as Facebook, LinkedIn, Instagram, Youtube and even Twitter. Our aim is to continually keep our clients and followers updated about the world of LATICRETE, our projects, our successes and our achievements.

So if you haven’t already I would strongly suggest that you follow and connect with us across our various social media platforms.

This quarter has seen us break new ground as we enter into the resinous flooring market through our new manufacturing set-up. We aim to introduce commercially, our own line of Epoxy floor coatings, followed by a full range of flooring products. LATICRETE has been a well-respected and sought after brand providing a full range of tile and stone solutions and we aim to bring the same success and to our floor coating systems in the Middle East and Africa.

In this issue of Ahlan LATICRETE, we take a look at a recently completed flooring project in Dubai. Working with one of the largest processors of flat architectural glass in the Middle East, our flooring team was able to breathe new life into a decades old floor. Using the LATICRETE Guard system, we were able to deliver a totally new floor while ensuring that the normal day to day operations remain unaffected.

Heading into the last quarter our focus remains on breaking new ground with the introduction of our flooring range of products, while continually growing our position within the tile and stone installation market segment.

Stay Connected: 📸 Facebook 🌐 LinkedIn 🎥 Instagram 🎬 Youtube 🐦 Twitter / laticrete middle east
When selecting the appropriate type of flooring system, it is critical to understand some of the key differences between the wide variety of materials and applications. Resinous flooring offers several benefits to owners and specifiers which may or may not be advantageous depending on the requirements of the project.

**Reduced Floor Maintenance**
Investing in a proper concrete floor coating can make floors easier to clean, which is beneficial for high-traffic areas. In general, floor coatings may be applied up the base of a wall, allowing for a seamless transition where the wall meets the floor. This transition or “Cove” allows for improved maintenance while reducing the chance for bacteria and mold growth. Especially popular in restrooms and commercial kitchens, resinous flooring offers a sanitary choice relative to other options such as tile or VCT. The seamless qualities exhibited by properly installed concrete coating systems eliminate the possibility for dirt and other contaminants to degrade grout lines and other points of exposure.

**Durability & Adhesion to Concrete**
One of the primary benefits to a heavy-traffic floor coating is durability. Resinous flooring systems may be designed in specific ways to incorporate aggregates, additives and other media to drastically improve overall wearability. Durability will also depend on the type of resinous flooring material that is used within the application. Epoxies, Acrylics, Urethanes, MMAs, and Polyaspartic concrete coatings will all exhibit separate abrasion and impact resistant qualities.

It is also important to remember that a floor coating is only as good as its adhesion to concrete. Typically within the industry, concrete floor coating adhesion is measured with a pull test which provides a PSI reading. The PSI measure at which concrete fractures is 400 PSI. Coatings at or above this reading are recognized as having optimal substrate adhesion.

**Chemical Resistant**
The ability to offer superior chemical and stain resistance is also an important characteristic of any concrete floor coating application. Depending on the type of business you run, ensuring that your floors are chemically resistant can save a significant amount of money over the lifecycle of the floor. As is the case with a floor coating’s durability, chemical resistance will be dependent on what type of resinous flooring you select. A full evaluation of all chemicals and materials that may come in contact with the floor should be completed prior to selecting the appropriate concrete floor coating system for your facility.

**Attractive**
One of the unique benefits to resinous flooring is the ability to customize the look and finish to any environment. This can help to optimize a customer experience, which is a significant reason why more and more retail showrooms are selecting decorative concrete flooring over standard commercial flooring alternatives. Homeowners may see the benefit immediately in choosing a concrete floor coating for their garage or basement. Coatings within residential applications such as these will help to reduce dust and eliminate staining from oil, grease and other common household chemicals.

**Improved Safety**
The Americans with Disability Act mandates minimum federal slip coefficient standards for commercial and public flooring. These minimums are measured by a slip tester (ASTMD C-1028) and require a minimum reading of .60. For commercial and industrial environments experiencing heavy foot traffic, owners and architects must select systems that reflect these minimums. Commercial flooring manufacturers will often have Slip Coefficient of Friction (COF) testing completed and verified by independent 3rd parties.
Established in the UAE for over two decades and a clear leader in their field, LATICRETE Middles East was recently called upon to work with one of the largest processors of flat architectural glass in the Middle East.

Based out of their 10,000 sqmt. manufacturing facility, they have production ongoing at a continual pace and are operational twenty four hours. Herein lay the challenge for team LMEA, as we were called in to give new life to their decade’s old floor, while ensuring no disruption of operations and a turnaround within a very short span of time.

Based on the specifications, the team recommended the LATICRETE® Guard system. On closer inspection of the old floor it was clear that the old epoxy was all but peeled off and there were several cracks in the floor. Also the spillage of oil and other harsh chemicals coupled with the movement of heavy forklifts, had eroded the floor coatings over time and lead to an uneven surface.

Having been given an area of 600 sqmt. to fix, team LMEA knew that the first priority was surface preparation. The success of the application depends not only on the strength of the epoxy, but also on how well the epoxy adheres to the surface to which it is being applied. The strength of the bond relies on the epoxy’s ability to mechanically “key” into the surface. If the floor is going to be exposed to frequent foot and heavy wheeled traffic, then it is vital to carry out proper surface cleaning and preparation. This ensures that the new floor paint will adequately penetrate and bond to the sound concrete and not just to a layer of dirt or dust on its surface.

The first step was to ensure the complete removal of existing epoxy, grease and any other contaminants to achieve a CSP 2 profile. To do this we grinded the floor using a grinding machine tool and vacuumed any excess across the treated surface. The major challenge was the removing the multiple coatings that had been applied on the floor, over the past decade. To ensure a good substrate, the grinding of the floor was done in

LATICRETE® Flooring Solution brings a 20 year old floor, back to Life!
In this project, three phases with the floor being vacuumed post the grinding. This was done to ensure that no accumulation of dust or sand particles remained on the floor surface. It took about three stages of grinding to ensure a smooth & even floor without any adulations.

Secondly, visible cracks were filled in using LATICRETE® Fast Fix™, which is a fast setting, two-component hybrid urethane concrete repair material, with ultra-low viscosity properties allowing for deep penetration into concrete. Post the crack repair, the treated area was grinded again to achieve a level surface and for better adhesion. Some of the advantages of LATICRETE® Fast Fix™ include feather edge repairs, so no square cutting is required. It has minimal prep and downtime with rapid application and set times. It also meets USDA requirements and has excellent abrasion & high impact resistance.

Going with the green pigment as chosen by the client, the first coat of LATICRETE Guard Flex SB with the LATICRETE® Polyaspartic pigment was applied. FLEX SB is a fast-curing two-part polyaspartic aliphatic polyurea coating, for both decorative and protective applications. Self-priming, it may be applied directly to a variety of substrate including concrete, metal/steel and epoxy. Due its short re-coat time, the second coat was applied just 2 hours post the first application.

For the third and final coat, Flex SB clear coat was applied. FLEX SB is UV stable, suitable for both interior and exterior applications, resistant to hot-tire pickup and is USDA compliant.

The result was a great floor delivered within a stringent timeframe, without affecting the normal manufacturing operations & workflow. Overall the client was impressed with the quality of the finish and appreciated the team for providing a mock-up on site, being available for technical support throughout the project and delivering a high quality floor.
MVP TRIP TO NEW YORK

We at LATICRETE Middle East are grateful for our partners, who over the years have helped us build a vast network of client relationships across the Middle East & Africa. Every year LMEA launches several reward programs to give back to our community of Most Valuable Partners (MVP).

This year we are proud to have a select few MVP’s travel with our local team from LMEA, to our headquarters in Bethany, CT, USA!

The trip lasted for several days with a tour of New York, the LATICRETE HQ in Bethany and a hands-on product training seminar. It was an exciting few days filled with learning, exploring and adventure!
LATICRETE MIDDLE EAST IS SOCIAL!

Check out our latest announcements of Facebook, LinkedIn, Instagram and Twitter.

LATICRETE Middle East is available across several social media platforms and we encourage you to join the LMEA social media outreach. Our posts include news and events covering our teams across Middle East and Africa. We also share events from across our global LATICRETE family.

LATICRETE Middle East & Africa... 29 Aug
LATICRETE is a family-owned, customer-focused, worldwide manufacturer marketer of green flooring and façade materials, used in residential, commercial and industrial applications.

LATICRETE Middle East is at Ras Al Khaima
23 Jul at 11:27 pm • Instagram •

Using LATAPOXY® 300 Adhesive for the installation of large format tiles on the existing ceramic tiles in a office building Ras Al Khaimah
LATAPOXY... See more

LATICRETE Middle East

AHLAN LATICRETE - 2019 Quarter 3 Newsletter
The LATICRETE® Modular System is a method of building a multi-layer resinous floor, which results in ultimate versatility and customizability, yielding benefits to applicator and end user alike. The modular system consists of one or two base coats of LATICRETE Sand Screed followed by the desired finish. The Sand Screed comes in four sizes and permits customization of the thickness to between one and four millimeters, increasing impact resistance and durability with thickness. The Sand Screed has the added benefit of controlling the material coverage, resulting in a floor with improved flatness that comes in on budget as no excess material can be used.

- Worldwide Availability
- Industry Standard
- On-Site Technical Service
- Systems Warranties