NEWSLETTER

MOHANDIS CORNER
LOW VOC LATICRETE® PRODUCTS

FEATURE FOCUS
CUSTOM PARKING GARAGE COMPLETES SHOPPING CENTER MAKEOVER

NEWS & EVENTS
LAUNCH OF FLOOR SOLUTIONS AT LME FACTORY RAK- UAE
LATICRETE Middle East has achieved new milestones and broken new ground with the launch of our resinous flooring range within the region. Starting with our Epoxy floor coatings and progressively growing to include the entire gambit of floor coatings, like Polyaspartic & Urethane floor finishes, we aim to offer a full range of quality floor coatings in 2020.

Inaugurating the launch of our local manufacturing unit, the team from the Middle East gathered with our guests from LATICRETE International to mark this occasion with a special product reveal and to commemorate the first line of production.

LATICRETE floor coatings are also the focus in our current project feature, the LA PLAIA shopping center in Cagliari, Italy. A custom car parking garage was installed using the LATICRETE line of resinous flooring to achieve a remarkable finish. Further insight into the challenges and the LATICRETE solution can be found within this project feature.

Celebrating the year gone by, the team at LATICRETE M.E. got together for a fun filled evening with barbecue and games. These times are always special as we bond together and I am grateful to my team for being enthusiastic and taking the onus to plan and execute a great event.

As we end the year and move into 2020, I would like to wish all my industry colleagues, my team, friends and family a very Happy New Year and Season’s Greetings.

Stay Connected: / laticrete middle east
LOW VOC LATICRETE® Products / LEED Certification (LEED v4)
Resinous Flooring

LATICRETE International, Inc. produces an assortment of portland cement and epoxy based setting and grouting materials. The LEED Projects program is gaining more popularity with architectural firms and building design groups. The following LATICRETE® product information is to be used for building projects that need to comply with LEED v4 certification.

LATICRETE International, Inc., the world leader in tile and stone installation materials, has become the first tile and stone installation material manufacturer to receive UL GREENGUARD Gold certification for their products. For specific information regarding which products and systems are UL GREENGUARD Gold certified please visit our website.

For all of your job specific LEED certifications of LATICRETE products, please visit https://laticrete.com to access the LATICRETE LEED Project Certification Assistant.

LATICRETE International, Inc. packaging and most of the products, do not contain any post-consumer or pre-consumer recycled content. LATICRETE plastic bags and buckets are recyclable and may help contribute to LEED Materials and Resources Credit - Construction and Demolition Waste Management.

LATICRETE products may help contribute to the following LEED v4 Credits (unless otherwise noted):

- Materials and Resources Credit — Building Product Disclosure and Optimization — Material Ingredients
- Indoor Environmental Quality Credit — Construction Indoor Air Quality Management Plan Indoor Environmental Quality Credit — Low-Emitting Materials
- Indoor Environmental Quality Credit — Indoor Air Quality Assessment (Option 2 Air Testing)

### Product Name VOC Content

<table>
<thead>
<tr>
<th>Product Name</th>
<th>VOC Content</th>
</tr>
</thead>
<tbody>
<tr>
<td>Guard PA SB (Clear)</td>
<td>330 g/L</td>
</tr>
<tr>
<td>Guard PA XT</td>
<td>90 g/L</td>
</tr>
<tr>
<td>Guard PA Pure</td>
<td>61 g/L</td>
</tr>
<tr>
<td>Guard PA Pure Clinical Plus</td>
<td>61 g/L</td>
</tr>
<tr>
<td>Guard PA SB Low Gloss</td>
<td>340 g/L</td>
</tr>
<tr>
<td>Guard PA SB with any LATICRETE® Polyaspartic Pigment</td>
<td>266 g/L</td>
</tr>
<tr>
<td>Guard PA XPL</td>
<td>30.1 g/L</td>
</tr>
<tr>
<td>Guard PA XPL Clinical Plus</td>
<td>30.1 g/L</td>
</tr>
<tr>
<td>SurfaceBuild 110™</td>
<td>40 g/L</td>
</tr>
<tr>
<td>SurfaceBuild 150™</td>
<td>9.29 g/L</td>
</tr>
<tr>
<td>Epoxy Membrane</td>
<td>20 g/L</td>
</tr>
<tr>
<td>Surface Build Top Coat UV</td>
<td>15 g/L</td>
</tr>
<tr>
<td>Vertical HB</td>
<td>10 g/L</td>
</tr>
<tr>
<td>Epoxy Fill Coat</td>
<td>35 g/L</td>
</tr>
<tr>
<td>SL Topping</td>
<td>15 g/L</td>
</tr>
<tr>
<td>Urethane Primer WB</td>
<td>5 g/L</td>
</tr>
<tr>
<td>Cove Gel</td>
<td>30 g/L</td>
</tr>
<tr>
<td>General Primer</td>
<td>15 g/L</td>
</tr>
<tr>
<td>Oil Tolerant Primer</td>
<td>15 g/L</td>
</tr>
<tr>
<td>Vertical WB</td>
<td>5 g/L</td>
</tr>
<tr>
<td>Surface Build Quartz</td>
<td>6 g/L</td>
</tr>
<tr>
<td>Surface Build Flake</td>
<td>15 g/L</td>
</tr>
<tr>
<td>Urethane Floor Sealer</td>
<td>5 g/L</td>
</tr>
</tbody>
</table>
Custom Parking Garage Completes Shopping Center Makeover

The Situation
On the island of Sardinia, Italy, in the heart of Cagliari, tourists and locals alike are subject to anything one could ever want in a vacation or life of leisure: history, art, views of the Mediterranean, fine cuisine, and of course, shopping.

While highlights of the city include 13th century architecture, La Plaia - Centro Commerciale, a prominent shopping center in the middle of town, was seeking restoration to modernize itself after not having been touched since the shopping center was built in 1983.

To kick off the nearly two-year construction project, which began in 2016, the architectural firm Mario Dal Molin and general contractor SIGEF SRL set out to renovate and expand the shopping center by 13,993 square feet (1,300 square meters). The goal behind the changes would be to offer customers a more vast selection of retail options and provide the community with areas for socialization, such as a new on-site bar. In addition to the interior shopping center updates, 64,583 square feet (6,000 square meters) of parking garage space would need to be reconstructed since the concrete screed in place had been completely destroyed.

“The Situation
On the island of Sardinia, Italy, in the heart of Cagliari, tourists and locals alike are subject to anything one could ever want in a vacation or life of leisure: history, art, views of the Mediterranean, fine cuisine, and of course, shopping.

While highlights of the city include 13th century architecture, La Plaia - Centro Commerciale, a prominent shopping center in the middle of town, was seeking restoration to modernize itself after not having been touched since the shopping center was built in 1983.

To kick off the nearly two-year construction project, which began in 2016, the architectural firm Mario Dal Molin and general contractor SIGEF SRL set out to renovate and expand the shopping center by 13,993 square feet (1,300 square meters). The goal behind the changes would be to offer customers a more vast selection of retail options and provide the community with areas for socialization, such as a new on-site bar. In addition to the interior shopping center updates, 64,583 square feet (6,000 square meters) of parking garage space would need to be reconstructed since the concrete screed in place had been completely destroyed.

“A LATICRETE Solution
One of the unique benefits that piqued the architect’s interest in installing resinous flooring in the parking garage is the product’s ability to customize the look and finish of any environment. The LATICRETE line of resinous flooring also offers reduced floor maintenance which is beneficial in high-traffic areas and superior chemical and stain resistance, making this system an excellent choice to uphold a fresh-looking appearance.

With a team of six, EFFE.ESSE COSTRUZIONI SRL used LATAPOXY® 309, a two-component epoxy adhesive, to close several joints throughout the parking garage. LATAPOXY 309 is solvent-free.
and possesses high adhesion and anti-slip agents, ideal for this type of environment. Additionally, this product can cure in difficult conditions, such as those with a high presence of moisture, which can be typical for garages.

To coat the floors, EFFE.ESSE COSTRUZIONI SRL applied FLEX SB™ across the entire 64,583 square foot (6,000 square meter) garage in a light blue finish. On top of the coating, the team also applied white lane dividers and yellow safety lines to guide traffic. To maintain the desired appearance, FLEX SB is UV resistant which will help to deter any color fading or peeling in the sunlight.

Thanks to the products’ rapid cure rates and user-friendly working times, EFFE.ESSE COSTRUZIONI SRL’s team of six efficiently finished nearly 4,305 square feet (400 square meters) per hour, allowing the garage surface to be completed in only 11 days.

Outcome

“The new garage floor is a showstopper, and something memorable for visitors to see when they first visit,” said Roberta Marchi, LATICRETE Regional Director Europe Assistant. “Our team received many thanks for the support provided on the jobsite. Whether it was outlining product features or providing installation tips, LATICRETE was there to lend a helping hand every step of the way.”

Completed in 2018, La Plaia - Centro Commerciale opened its doors for a grand re-opening celebration on March 27 and to the public on March 28.

“Everyone involved in the La Plaia - Centro Commerciale renovation was pleased with the high-quality result of the LATICRETE® products used in the parking garage.”

– Roberta Marchi, LATICRETE Regional Director Europe Assistant
Launch of Floor Solutions at LATICRETE Middle East Factory
Ras Al Khaimah - UAE

Inaugurating the launch of our local manufacturing unit, the team from the Middle East gathered with our guests from LATICRETE International to mark this occasion with a special product reveal and to commemorate the first line of production.

The milestone for LATICRETE Middle East & Africa was celebrated with Ms. Doris Zelinsky - Member of the LATICRETE Board of Directors, Mr. Erno de Bruijn - President & COO International Division, Faisal Saleem - Vice President International, Ms. Janet Brunwin - Senior Vice President Finance, Daniel B. Rothberg - Regional Manager Flooring, Latin America, John Chong - International Financial Analyst Asia Pacific, Vitmar Harizaj - International Financial Analyst & Mr. Ritesh Singh - General Manager LATICRETE Middle East and Africa.

AHLAN LATICRETE - 2019 Quarter 4 Newsletter
At LATICRETE we believe strongly in our community and MAKING A DIFFERENCE

The LATICRETE Middle East team spent a day at the RAK Autism center, an organization based in Ras Al Khaimah that cares for children with autism. The team interacted with the teachers and children through sports, team games and a very involved face painting competition! Every child went home with a customized goody bag courtesy of LATICRETE.

LATICRETE Middle East Held Our Annual End of Year Gathering.

The day started off with a bit of volleyball coaching, followed by an exhilarating internal volleyball tournament.

It was a rewarding experience as we reflected on the year 2019 and renewed our collective and individual resolve to make a difference in 2020. Enjoying the fun and games and lucky prize draws, the mood was cheerful and optimistic.
Around the Table: (CVS) Computer Vision Syndrome

In collaboration with our wellness partner RAK Hospital, our employees were treated to a Computer Vision Syndrome (CVS) awareness talk. Specialist Ophthalmologist Dr. Mohit Jain lead the discussions.

Research shows that between 50% and 90% of people who work at a computer screen have at least some symptoms of computer vision syndrome (CVS).

TRAININGS IN SAUDI ARABIA

Training and workshop for the team of Bayt Alebaa western region.

Mr. Vivek Mohile (General manager Laticrete Saudi Arabia) and his team have conducted another training and workshop for the professionals of Bayt Alebaa, Western region - Saudi Arabia.

Training for Bayt Alebaa marble division at Riyadh,

The team from Laticrete KSA organized a full product and system-based training for one of the largest distributors in KSA - Bayt Aleeba. Working with their marble division the training took place in Riyadh with their local team. The training covered an extensive look at marble and granite installation & care systems.
**ONGOING PROJECTS**

**Another challenging application for an iconic project, Dubai-UAE (20,000 sqm.)**

The laying of agglomerate stone with 211 Powder (S2) + 4237 Rapid Latex Additive (S2). Specially designed products to make high strength latex thin-set and medium bed mortars.

**Fountain project – Dubai (500 sqm.)**

An exciting new & ongoing fountain project at Palm Jumeirah, UAE. At 500sqm. our team supplied a complete LATICRETE® solution. Super thrilled to share the completed photos from our current site!

Product used: 9235 Waterproofing Membrane, 254 Platinum, SPECTRALOCK® Pro Grout.

**School Project – Dubai (15000 Sqm.)**

Ongoing school project in Dubai - UAE, Using 335 premium plus tile adhesive and SPECTRALOCK® Pro grout.

335 Premium + Tile Adhesive is a flexible cement-based adhesive for interior ceramics, porcelain, mosaic and natural stone.

SPECTRALOCK® PRO Grout is a patented, high performance epoxy grout that offers color uniformity, durability and stain resistance with extraordinary ease of use.

**TRAINING IN OMAN**

LATICRETE® products/system training for the new sales team of our partner Al Ansari - Oman, led by Mr. Soman Puthezhath (Business development manager MEA)
8500 Glass Block Mortar is a high-strength, factory-prepared mortar specifically developed for glass-block installation.

- Permanent bond.
- Interior and exterior use.
- Frostproof, shock and weather resistant.
- Smoother finish joints.
- Economical and easy to use,
- Resists cracking and powdering.
- When mixed with water it meets the requirement for ASTM C270 Type S Masonry Mortar.