NEWS & EVENTS
TWO ACCOLADES FOR LME. & ANNUAL RECOGNITION AWARDS

FEATURE FOCUS
INSTALLATION OF TILES ON THE EXISTING PORCELAIN TILES

MOHANDIS CORNER
INSTALLATION OF LARGE FORMAT TILE & STONE
The first quarter of 2020 has been a time of great success for LATICRETE but it is also a time for all of us to be aware of the pandemic COVID-19 has brought about. With the presence of 2019 novel corona virus or COVID-19 in the community all the employees should follow the guidelines from WHO and Ministry of Health and Prevention of United Arab Emirates in order to prevent and slow the spread of the disease. The health and safety of our employees, customers and community is our highest priority.

While the disease can be deadly, around 80 percent of cases are mild to moderate, and people recover within a week or two. Therefore, there is no need to panic and all the employees should follow the government guidelines seriously. If anyone develops any symptoms kindly get medical help immediately.

With that being said, I’m thrilled to announce that LATICRETE MEA has achieved SUPERBRAND status in the UAE. SUPERBRAND status is awarded for quality, reliability and distinction by a combination of an expert council, and business executives or consumers voting on a comprehensive list of consumer and business-to-business brands. The Superbrands Annual explores the history, development and achievements of some of the nation’s leading brands, showcasing why they are well-regarded and providing valuable insights into each brand’s strategy and proposition.

It is a collective achievement which would not have been possible without the hard work of the entire team of LATICRETE and our clients who have always trusted us. I thank everyone for helping us achieve this remarkable feat.

Another exciting announcement is that LATICRETE products are now DCL certified! DCL (Dubai Central Laboratory) services are fully in compliance with ISO/IEC 17065 and accredited by Emirates International Accreditation Center (EIAC) with Accreditation Certificate Number CB-003-PRD. It helps us to demonstrate compliance with Dubai Municipality and other regulations, gives us added advantage over other competing products and helps us to improve continuously. We can reassure our customers that with LATICRETE they will always receive high quality products.

I hope everyone stays healthy and safe during this period. Looking forward to achieve more milestones in the next quarter of 2020.

Ritesh Singh
General Manager
LATICRETE Middle East and Africa
Novel Coronavirus (COVID-19)

What is the Disease?
Novel Coronavirus (COVID-19) is a new strain of coronavirus, first identified in a cluster with pneumonia symptoms in Wuhan city, Hubei province of China.

Most of the cases were epidemiologically linked to the seafood and animal market.

How is the virus transmitted?
Novel Coronavirus strains are spread from person to person through contaminated droplets from a person who is sick with the illness (through coughing or sneezing) or contaminated hands. The virus can spread through touching an infected surface. The incubation period extends from 1 to 14 days (that means the amount of time from being exposed to the virus to showing symptoms).

The symptoms are:
- Fever
- Shortness of breath
- Cough
- Headache
- Sore throat

Note: Not everyone with a cold or upper respiratory symptom needs to get tested for COVID-19. Only a person with symptoms and travel history can do the test. However, if any symptoms develop seek medical help immediately.

Is there any treatment for COVID-19?
The treatment of COVID-19 depends on enhancing the immunity level of patients, treating the symptoms and easing complications, as there is no specific treatment for the virus to date.
TWO ACCOLADES FOR LATICRETE ME.

First in the Industry!
LATICRETE Middle East LLC has been recognized as a SUPERBRAND!!

Superbrands is the world's largest global independent arbiter of branding. Only brands that have been highly rated by the “Superbrands Council” and through other research are granted “Superbrands Status” and invited to join the Superbrands programs. The “Superbrands Council” comprises experts and luminaries from the world of branding, advertising, marketing, design, product management, public relations, and business.

On the occasion of announcing the superbrand status, The President & COO of International Division, Mr. Erno de Bruijn said,

“LATICRETE has made a tremendous effort to grow in the retail segment in the UAE in recent years. As a result, the retail business is now a significant part of our company revenues.

It is a pleasure to announce that LATICRETE has been awarded SUPERBRAND status as the first company in UAE in the construction chemical business.”

Tested. Proven.
Certified. Affiliated.

We are also proud to announce our Certificate of Product Conformity. Our products have been attested by the Dubai Central Laboratory Department (DCLD) for Low Emitting Materials and conformity with the standard specification 2017 Al Sa’fat Dubai Green Building Evaluation System.

Dubai Central Laboratory was established in 1997 with an aim of integrating all labs affiliated to Dubai Municipality, the accreditation of DCL testing and calibration services is through the Dubai Accreditation Department DAC.

The DCL Certification Services are also accredited to ISO/IEC Guide 65:1996, enabling DCL to provide a wide range of complementary services to international markets existing in 37 countries worldwide and approvals, certifications and test reports to provide you with critical information on product performance.

In the Middle East, LATICRETE® has introduced modern technology, which is changing the way the industry installs tile and stone in the region. LATICRETE® has been providing solutions to the region for many years and have been associated with some of the most prestigious projects in the region.
Annual Recognition Awards Ceremony - 2020

As is the norm every year, during the first quarter, we host our annual recognition awards ceremony.

This time around, we were privileged to have in attendance VIP guests, our CEO, Mr David Rothberg together with Mr Erno De Bruijn, President, LATICRETE International and Mr Faisal Saleem, Vice President, LATICRETE International.

The chief host, our very own Mr Ritesh Singh, General Manager, LATICRETE Middle East LLC, started proceedings with the traditional "welcome address"
Successfully completed 10 years in LMEA

Successfully completed 5 years in LMEA

Employee of the year 2019

Star of the year 2019 – awarded for exemplary sales achievement

3 Cheers - peer recognition - LMEA Champion Award

High five to the team players of the year 2019

Customized gift from MEA team to our CEO David Rothberg

NEWS & EVENTS

Nur Alam
Ervin Magno
Siva Prasad
Khawla Ahmed
Samit Jha
Srinivas Reddy
Mohmad Shahabaz
Vijayakumar Venkitesan
Dr. Jayanta Choudhuri
Balraj Jetti
Franics Abreo
Soman Puthezhath
Balesh Saini
Siraj Thulthottayil
Muhammed Toha
Abdul Hai
Khadija Ali
Joseph Dacosta
Mohammed Bilal
Santosh Bhattarai
A team that plays together, stays together.

Something new was added to our 2020 calendar, a sports and leisure day, held once a month, where we all gather, and have spontaneous fun. Our inaugural event, saw some of us playing cricket, volleyball, basketball and carrom (a very popular board game across Asian and Arabic countries).

Product-based training

Product-based training in our factory at Ras Al Khaimah with our existing traders, more focused on the new products; AQUABARRIER waterproofing, STELLAR™ Ready to use grout, and LATAFINISH wall putty. They also trained to use the STONETECH® Floor and stone care products.

TSIS and Flooring training for the professionals from our partners!

The training was facilitated by our sales reps Swati Singh, Bhagyesh Badave, Joby Thomas (flooring) and Amit Vyas (specifications). We thank all participants and the LATICRETE team that helped make this training a huge success!

Test Application

On-site test application of LATAFINISH Wall putty. Applicators were impressed with the features and easiness of application by our fine finish wall putty which is a water-resistant white cement based wall putty ideal for use on plastered/concrete walls and ceilings.

On Site Training

On-Site training for a hypermarket project in Sharjah - United Arab Emirates.

Our products were recently used on Nairobi West Hospital Project. LATICRETE offers quality and durability.
- Total Area: 6000 M²
- Product used: SC 500 & SC 500 Primer
- Mockup and work supervision is done by Team Africa.

Another stunning tile installation project for a shopping mall - Saudi Arabia
- Total Area: 8500 sqm.
- Product used: 254 Platinum

This 20,000 sqm. external hardscape project for the installation of precast concrete pavers, using a single step installation method with 3701 Fortified Mortar Bed.

Our team members in Africa visited the project sites to educate the prevention measures on COVID 19. Also, provided with essential soaps, antiseptic gels, and gloves.
“Zooming” Across the land.

You’re never alone.
Keep your spirits up team, keep your spirits up world, we are all, still connected, still together!

FREE ONLINE TRAINING PROGRAM

The Learn & Earn online program is designed to provide information & training based on LATICRETE® Technology, System, and Products. It relies on an integrated digital electronic environment where it offers training opportunities through LATICRETE e-university portal, and provide ways of guidance & direction.

We Invite you to enhance your business opportunities with the help of our globally proven construction solutions!

EXCLUSIVELY FOR
LATICRETE MIDDLE EAST & AFRICA CUSTOMERS
For Free Registration, visit : www.laticrete.me
TILE OVER EXISTING PORCELAIN TILES

Installation of tiles on the existing Porcelain tiles at RAK Ceramic office building Ras Al Khaimah

RAK Ceramics is one of the largest ceramics’ brands in the world. Specialising in ceramic and Gres Porcellanato wall and floor tiles and sanitaryware they produce 123 million square metres of tiles and 5 million pieces of sanitaryware per year at their 22 state-of-the-art plants across the United Arab Emirates, India and Bangladesh.

As a manufacturer of innovative tiles, RAK Ceramics decided to replace the outdated tiles and fix new large format tiles for the interior and slabs on facades at their headquarters building in the Emirate of Ras Al Khaimah in the United Arab Emirates. RAK Ceramics decided they would use the LATICRETE® solution.
Tiling over the tile is a much easier and more economical solution than removing existing tiles and re-tiling the floor or wall. One advantage of doing this is that it is time-saving. You do not have to allot work-hours to pull out the existing tiles which means the tiling work can be finished much faster without a big mess!
The situation
In the early 1990’s our product L310 spot bonding adhesive was used to fix facades on the exterior of RAK Ceramics office building in the UAE. After about two decades the company decided to replace those facades with new ones. As they tried removing the fixed facades the adhesive was so strong that almost 2 cm to 5 cm of concrete also broke along with it.

The challenge
The tiled area stretched over an area of almost 500 sqm. and the removal of tiles over that whole area looked impractical due to the damage it caused in the concrete wall.

The LATICRETE solution
The RAK Ceramics team approached LATICRETE for a solution that would let them successfully replace the facades without damaging the wall. We recommended using the LATAPOXY® 300 Adhesive to fix new facades over the existing ones. As an extra measure their team suggested grinding the surface of the facades to make it uneven and then proceeded to applying our product over the surface. Lastly, they fixed new facades over it.

LATAPOXY 300 Adhesive is a chemical resistant, epoxy adhesive that will bond to most sound, clean surfaces. Adhesive spreads easily and cleans with water while fresh. LATAPOXY 300 Adhesive is a factory-proportioned kit consisting of epoxy resin, hardener and chemical resistant silica filler. LATAPOXY 300 Adhesive can be used in interior and exterior walls and floors, wet and dry areas.

The outcome
In a few days the work was completed and the RAK Ceramics UAE building looked new and polished.

The Strength of LATICRETE® Spot Bonding System!
The concrete layer got broken while attempting to remove the existing tiles which were installed by the Latapoxy® 310 spot bonding system.

* See limitations
Installation of Large Format Tile & Stone

Use of Large Format Tile and Stone

Twenty to twenty-five years ago choosing tile was simple. Floor tile was typically 200 mm x 200 mm and wall tile was 100 mm x 100 mm and there were a couple dozen options for colour on the floor and several options for wall tile colour. The old saying, “you can have any colour you want as long as it’s white” was not far from the truth. With the tremendous advances in technology and materials, the average tile installation is no longer average. For many years the tile manufacturing trend was to create a wider variety of textures and colours for stone; but more recently there has been a trend to manufacture and install larger and larger tile.

Large format tile was considered to be 300 mm x 300 mm and was on the cutting edge of technology. Now tile is available from 10 mm x 10 mm glass mosaic to 1220 mm x 1220 mm porcelain and larger.

Some advantages of having large format tile installed include:
1. Narrow grout joints — rectified, large format tile allows for thinner grout joint widths
2. Easier maintenance — it is typically much easier to clean the face of tile than it is to clean grout.
3. Room size perception — the perception is that large tile makes the room in which it is installed appear larger

Amongst others, five of the main considerations with large format ceramic and stone tile are:
- Floor Flatness
- Lippage
- Thin Set Adhesive Coverage
- Movement Joint Requirement
- Curing/Protection

Floor Flatness
Along with larger format size comes a greater requirement to have flatter and more regular surfaces to meet the required surface finish tolerance. However are the current Australian tiling standards for background surface tolerance relevant for this ever increasing format size? For instance, as stated in AS3958.1, for thin-bed ceramic tile installation when an adhesive will be used on a concrete floor, the maximum allowable variation in the plane is 5mm in 3m; and for thin-bed ceramic tile installation when an adhesive will be used on a wall, the maximum allowable variation in the plane is 4mm in 2m. Are these now to be regarded as a suitable tolerance, especially for the larger tiles of greater than 0.4m² in area or tiles with one side longer than 400mm? Perhaps consideration should be given to a maximum allowable variation of 3mm in 3m from the required plane with no more than 1.5mm in 600mm when measured from the high points in the surface, which is the surface tolerance of the recent ANSI A108.19-2017. Many gauged porcelain tile and slab manufacturers ask for +/- 2mm in 2m.

Lippage
Lippage is defined as a condition where one edge of a tile is higher than an adjacent tile, giving the finished surface an uneven appearance (See picture 1-1). With the increased use of large format ceramic and stone tile on floors and walls, the issue of lippage is becoming more common place due to insufficient substrate flatness tolerances. A ceramic or stone tile larger than 300 x 300mm can be considered large format and tiles of this size and over presents many challenges to the installer, even on flat planes due to tile manufacturing tolerances. Lippage can be exacerbated when the tile pattern is placed in a running bond pattern. The installer now has to deal with at least six points to ensure a level surface.

It is important to note that a certain amount of lippage is unavoidable and inherent in ceramic tile installations and may also be unavoidable due to the tile tolerances, in accordance with AS ISO 13006.

Picture 1-1 — Large format tile highlight imperfections in the substrate.

Since the ceramic or stone tile or slab facial dimensions are becoming much larger, the facial dimension tolerances are increasing. This can present problems when attempting to maintain tight joints. The joint width can be only as tight as the actual facial dimension range of the tile. In many cases, even rectified tiles (tiles that are calibrated to a tighter tolerance) will require a grout joint to be at least 4.5 mm in width depending on the size. Non-rectified tiles may necessitate a wider minimum grout joint width.

The ceramic tile industry is currently discussing ways in which to address this important issue. AS3958.1 & 2 will be revised to reflect the advancement in tile sizes and technology.
Thin Set Adhesive Coverage

Complete bedding of the tile with the appropriate adhesive is another area that requires attention. Lack of thin set adhesive coverage can lead to cracked tile and grout and loss of bond to the tiles. Use the appropriate sized notch tools (see picture 1.2) troweling technique and tap or twist the tiles in place to properly bed the tiles. Large format tiles should be back buttered with additional thin set adhesive to ensure that the appropriate coverage is achieved. Notice the lack of coverage in picture 1.3. To correct these errors, carefully remove the grout around the perimeter of the loose tiles and any hardened thin set adhesive so as to not disturb any tiles that are still well bonded and then replace using the appropriate troweling technique.

Picture 1.2 — 18 mm loop notch trowel with a medium bed adhesive used for large format tiles or stones. Trowel thin set adhesive in one direction holding trowel at a 45 degree angle. Notice the full ribbons of adhesive that left behind.

Picture 1.3 — Insufficient thin set adhesive coverage. Removal of a tile reveals many voids that are present in the hardened thin set adhesive. Trowel ribbons are inconsistent which will also lead to poor coverage and adhesive transfer to the backs of the tiles.

Picture 1.4 — Ceramic tile removed during the installation to verify proper coverage is being attained. Notice the lower right hand corner of the tile is lacking coverage. This will undoubtedly lead to a cracked tile.

Size of the tile will also determine exactly what tools are required to properly bed the tile. The simple logic is that the larger the tile, the larger the notch trowel size must be. A 6 mm x 6 mm square notch trowel might be fine for a 108 mm x 108 mm tile; it will not be suitable for installation of 500 mm x 500 mm tile. It is important that this be understood, and that the installer pulls tiles up after they are installed to make sure that the desired coverage is achieved and that the surface of the tile installation is flat and true. Industry standards require that a minimum coverage of 80% be attained for interior, non-wet areas, and a minimum coverage of 90% be attained for any interior, wet area or any exterior installation. There have been significant advances made in trowel technology over the past few years that help make the installer’s job easier. General guidelines for trowel/tile size are:

Choosing the best adhesive for the job is also important to assure a long-lasting installation. Some options are 254 Platinum Adhesive, 335 Premium Flexible Adhesive, (as a full contact thin-set Adhesive), 4237 Latex Additive guarded with 211 Crete Filler Powder (for medium bed adhesives on floors and walls), 335 Rapid Premium Flexible Adhesive (for rapid setting, non-sag installations on walls or thin-set adhesive on floors). For installations that require sound control and/or crack isolation, use 125 Sound & Crack Adhesive. The practice of back-buttering is recommended for any tile that is larger than 200 mm x 200 mm to help achieve maximum coverage/bedding.

Once the tile has set firm, grout with SPECTRALOCK® PRO Grout or PERMACOLOR® Grout.

Movement Joint Requirements

It is also important that proper allowance be made for movement in large format installations, just like all tile installations but a little more so. Allowance for movement should be made around the perimeter of the room, any hard abutments or in large expanses within the tiled area as outlined in AS3958.1 & 2. The larger the tile, the less grout joints there are in the installation. Grout joints are known to absorb or take up strain from the various stresses imposed in the installations and if this relief is reduced by the reduction of joints as occurs with large format tiles, there is a greater need for wider or more closely spaced movement joints. For more information on movement joints please refer to AS3958.1 & 2 or the TCNA Handbook for Ceramic Tile Installation.

Curing/Protection

Another issue that must be dealt with when using large format tiles and stones in commercial applications is the issue of curing and protection. Larger tile and stones will require a longer cure time due to the fact that the adhesive simply cannot cure quickly, especially under a dense porcelain bodied tile.

Most adhesive manufacturer’s will have varying suggestions on when an installation can be opened to other trades and traffic (including traffic from other trades, hand trucks, carts, scissor lifts, and other heavy machinery or vehicles).

While there is no empirical data/formula that specifically address the cure rate in relation to the facial dimensions of tile, some manufacturers have had good experience in maintaining a minimum 7 day cure at 21°C. Once the areas are opened to vehicular traffic, protect the newly tiled floors. It is important to note that even rapid setting latex fortified Portland cement thin set adhesives must be allowed to cure for a minimum of 7 days at 21°C. Although rapid setting adhesives allow grouting and light foot traffic on newly tiled floors, heavy traffic and work can still damage the installation. In addition, allow a longer cure period when temperatures are below 21°C, when humidity levels exceed 60% R.H. or when large format porcelain bodied tile.
3D Printing Solutions
Locally Produced – Globally Proven

Our offering
- High performance LATICRETE® 3D Mortars
- 1K System - Mix only with water
  - Buildable
  - Flowable
  - Controlled curing
- 3D Mortar produced locally around the globe helping in:
  - Cost Efficiency
  - Timely Delivery
  - Customization
- One size fits all
Our 3D mortar is compatible with a variety of construction 3D printers available in the market.