NEWS & EVENTS
- WE KEEP THE WHEELS TURNING!
- LMEA FAMILY DAY!

FEATURE FOCUS
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MOHANDIS CORNER
- AVOIDING OR RESOLVING SURFACE CARE WATER-BASED SEALER RESIDUE
The second quarter of 2020 was a challenging time for all of us. COVID-19 held us confined to our homes, forcing us to change our style of function. Maybe this is just the beginning of the new rule of the game. But as the LATICRETE MEA team leader, I’m proud to see how we rose above the unprecedented scenario and stood together as one family to overcome the odds.

Even with the rapid spread of the pandemic, we have managed to keep ourselves safe and healthy by following the new norm of WFH (working from home). As opposed to creating a distance between us, the online meetings, especially our fun activities held every Thursday helped us to form stronger bonds amongst us. I strongly believe that trust and support among team members are crucial in any team’s success. Many first-time initiatives such as Online open House, virtual family get-togethers played crucial bridging roles.

Adapting the “New Normal” regulations, we have been able to provide quality service to our customers, keeping up the values of LATICRETE. This included on-time delivery of products with all safety measures, online training on new product offerings, and many more. My special appreciation to the operations team who have managed to keep the production unit functional all through the challenging times by taking necessary safety measures for personnel.

With the lock-down lifted across the Middle East, we are slowly returning to our workplaces and adapting to the “New Normal” scenario. I am sure, we as a team have geared up to pick up the opportunities which have been lying in disguise under this challenge of COVID 19 and emerge stronger as one family.

ONE LATICRETE ONE FAMILY

STAY SAFE, STAY HEALTHY
We Keep The Wheels Turning!

Taking precautions to keep the business running!
As the world faces the challenge of controlling the COVID -19 virus,
LATICRETE maintains an unwavering commitment for safety as colleagues everywhere are continuing our operations.

We are taking all the required precautions to keep our people healthy while supporting our customers in the safest way possible.

We are here to serve and support you!
We are fully available – on the phone and online - ready to serve our customers & partners.

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LMEA Family Day!

Across the world, levels of stress and anxiety have certainly reached new heights these past few months. Being overseas as an expat worker can magnify such challenges.

The responsibility of supporting all our employees has never been more important. At LATICRETE, our corporate mantra is One LATICRETE One Family.

Recently, we had the opportunity to express our gratitude to the most crucial component of employee support, our families at home. It was our first ever “Family Day”. The atmosphere was a relaxed one as team members, spouses, and children got themselves acquainted with each other on the Zoom video conference platform.

The main event for the day was a game of BINGO (TAMBOLA), globetrotting with contestants from across Africa, the Middle East, India and the Philippines, however, the highlight of our evening was most certainly the spontaneous, delightful communication with our “young-stars” and their courageous displays of talent. The future is bright and we wish our “young-stars” all the happiness this life can offer.

Our “Family Day” was a beautiful social occasion, we look forward to many more.
The Hardscape Pathway Project!
Used the following products to install this external paver at business bay - Dubai.
220 Marble & Granite Thick Bed Mortar, 3701 Fortified Mortar Bed, 254 Platinum.
It also used the Stonetech® Bulletproof® sealer, which is designed to provide maximum protection on the stone against the toughest oil and water-based stains.

Facades of villas project – Dubai, UAE
254 Platinum Adhesive was used to fix Marthios stones for the façades of villas.
254 Platinum is an ultimate one-step, polymer fortified, thin-set mortar for interior and exterior installation of ceramic tile, porcelain tile, Gauged Porcelain Tile Panels/Slabs (GPTP), stone, quarry tile, pavers, and bricks.

Wall Putty Application!
LATAFINISH Wall Putty Fine Finish application for an external compound wall of a villa project in UAE.
LATAFINISH Wall putty (Fine finish) is water-resistant white cement based wall Putty ideal for use on plastered/concrete walls and ceilings.

Tile Installation Project - Nairobi
4,800 Square meter tile installation project at Nairobi - Kenya
Products used: 315 Tile Adhesive, 325 Premium Tile Adhesive, and Spectralock® Pro Grout
LATASIL™ Sealant is used to accommodate movement joints for porcelain tiles according to TCNA guidelines. LATICRETE® was chosen for underpass tile installation for Expo 2020, Dubai UAE.

LATASIL sealant is a high performance, one component, neutral cure, 100% silicone sealant designed for tile & stone applications.

Swimming pool and wet area applications!
Aqua Barrier waterproofing was used for a project in Dubai with a 250 Sq.m podium level swimming pool and 8000 Sq.m bathrooms & kitchens. Along with Aqua Barrier, it also used 3701 Fortified Mortar bed, 9235 Waterproofing Membrane, 254 Platinum Adhesive, and Spectralock® Pro Grout.

AQUA BARRIER is a two-part polymer modified cementitious waterproof slurry. It comprises of a liquid polymer part and a cement-based powder part. When blended, it cures into a flexible, seamless waterproof / anti-fracture membrane.
Showroom Branding!
The new branding for the expanded showroom of Media General Trading - Ajman, United Arab Emirates.

Taking the initiative with our retail partners, LATICRETE Middle East continues to strengthen our retail presence with in-store branding and promotions. This is an important initiative undertaken to spread awareness amongst our retailers and customers alike.

Digital fabrication is proving itself viable with Twente AM in Canada.

LATICRETE® 3D printing mortar flows nicely, allowing for easy-to-execute complex geometries. As COVID-19 has challenged plans and labor requirements, Twente AM’s extrusion 3D printing is demonstrating advantages through this emerging technology. We’re excited to see continued progress as TAM pushes ahead!

Twente AM, printed June 2020 in BC, Canada for Micro-House Project.
Our friends Kathleen Crocetti and Susanne Roberts-Brebeck from Rinaldi Tile and Marble Inc. in Pajaro, CA are the brains behind this 12,000 s.f. mosaic mural on a 6-story garage in Watsonville, California.

It’s divided into 185 panels that measure 8’ x3½’. The pictures below show one of the 3 completed large walls of the garage. Over the next 5 years, more murals will be added!

Community Arts & Empowerment is a combination of creative place making, public art, and social practice.

Visualize your room with LATICRETE® Resinous Flooring Products!

Ever wonder what your resinous floor coating could look like before you install it?
Do your clients ask?

Visit our website and use this impressive tool to preview what spaces will look like with your selected SPARTACOTE™ system and color scheme. You can either select from one of the preset scenes or upload one of your own.

Then save or print it for easy sharing.
Elegant tile tapestry!
Angie Halford Ré, Owner of Unique Mosaics created this mosaic tile LATICRETE logo for us that is being used on a fountain project. She used our new pre-mixed grout, SPECTRALOCK® too!

Customized private Mikvah!
Thanks to our friends at Mosaicist for sharing this custom tiled Mikvah. They designed, manufactured and installed this completely customized private Mikvah with care using 254 Platinum thinset and SPECTRALOCK® epoxy grout.

Expand Your Knowledge - Enhance Your Career with our New LATICRETE® University Webinar Series!

Our LATICRETE UNIVERSITY e-learning program makes it possible for anyone within the industry to train on industry standards and Profit Through Knowledge (PTK) Technical Seminars from the comfort of your home or office 24/7. Now anyone in your company can receive the quality information that was only once possible during live trainings without leaving your job for an extended period of time.

- For the access to LATICRETE University, visit our website www.me.laticrete.com and go to the ‘Education & Training’ tab.
- Sign up for free
- Watch short video tutorials on a variety of different topics
- Take a short test that will measure your knowledge and retention
- Upon the successful completion of a segment, you print a certificate or have it emailed to you for your employee training records.
DUBAI AIRPORT FREE ZONE COMMERCIAL BUILDING (DAFZA)

DUBAI AIRPORT FREEZONE IS A DYNAMIC BUSINESS HUB LOCATED AT THE VERY HEART OF GLOBAL TRADE.
**The Background**

DAFZA is now home to more than 1,600 registered companies and 15,000 professionals, who benefit from a business-focused regulatory and tax environment that offers total ownership, full repatriation of earnings and a range of world-class facilities.

Dubai’s new commercial destination, the Dubai Airport Free-zone’s Commercial building complex (W-14) in Al Twar would be one of the swankiest office spaces in Old Dubai. Nearly 65,000 sq.m. of commercial real estate with 7 floors, workout and recreational areas and more.

The project was led by RAQ Contracting LLC. RAQ is a general contractor specialized in design & build and pre-designed projects for towers, industrial, hotels, malls, and other segments in the United Arab Emirates.

RAQ chose to utilize LATICRETE® products because of the company’s track record, capacity, and product portfolio to meet the needs of this massive undertaking.

Although our new customers had strong principles and standards, with proper communication we were able to gain the trust of the RAQ team, lead by Mr. Nadim - Project Manager (Fit-out).

The mock-up convinced the contractor that using LATICRETE products would be beneficial to them.

"After communicating with LATICRETE Sales and Technical Team, I was convinced that it was good to integrate their products into the project, and was impressed with the globally proven installation materials, technology, and local technical support," said Nadim.

The samples produced were submitted for the project.
The challenge
The customer believed that the brand they were using was good enough and no change was necessary since they have been using it for over many years. Convincing them to use our products, assuring quality and good service was the challenge.

The LATICRETE solution
The team communicated with the contractor’s technical staff and organized a mock-up through which we were able to demonstrate the ease of application of our versatile products and the adoption of new-age technologies.

Covering a combined area of over 10,000 square meters, the following LATICRETE® products were specified and approved for us on-site:

- 254 Platinum - The ultimate one-step, polymer fortified, thin-set mortar for interior and exterior installation of ceramic tile, stone, quarry tile, pavers and brick.
- Spectrlock® Pro Grout - A patented, high performance epoxy grout that offers color uniformity, durability and stain resistance with extraordinary ease of use.
- Permacolor® Grout - A high performance, fast setting grout that provides a grout joint that is dense and hard. PERMACOLOR Grout is color consistent and just mix with water to use.

The outcome
The mock-up convinced the contractor that using LATICRETE® products would be beneficial to them. They awarded the project to us. The contractor was pleased to discuss four more projects with us.

Our LATICRETE team members, especially Mr. Hemant and Mr. Francis worked tirelessly and put it their continuous efforts for this particular project. In LATICRETE, our efforts are not just to gain new customers but to encourage everyone to adopt and embrace innovative technology that ensures the best results.
Avoiding or Resolving Surface Care Water-based Sealer Residue

There may be times that any water-based sealer can cause a white haze residue to develop on the surface of stone. There are various reasons why this can happen. The residue can appear due to over application of the sealer, not enough of product being applied, and/or not wiping off excess sealer in the stated time.

Appearance of Residue:
The hazy white residue that can appear after applying a water-based sealer often looks like hard water deposits on the surface of the stone. This residue may make a polished stone surface look dull because the residue is on top of the original finish of the substrate. Simply stated, this is referred to as sealer residue.

Causes of Residue & How to Avoid:
As always, to avoid complications when using sealers, it is important to read, understand and follow the directions as stated on the product packaging. Failure to do so can, and often does, lead to improperly used material. If you have any questions regarding the use, installation or maintenance of the sealer or sealed stone, please contact our Technical Services.

When excessive amounts of a water-based sealer are applied to the surface of stone, some will penetrate into the stone as it is designed to perform. The rest will stay on the surface where it will remain if not properly removed. This excess sealer will start to form the white haze which may become more and more difficult to remove as time passes.

It is important to note that in all cases, it is necessary to wipe the surface of the sealed stone (while it is still wet) with a clean, dry, absorbent terry cloth towel to remove excess sealer and polish the surface. Even if it appears as if there is no sealer on the surface to remove, the procedure of removing the sealer must still be performed. Failing to do this step will almost certainly lead to the stone having a haze on the surface.

Natural stone and cement based grouts all have a variety of absorbencies, so it is important to use the sealer that is appropriate for the purpose and the materials being sealed. If a dense stone (e.g. granite) is sealed with an excessive amount of a water-based sealer (e.g. STONETECH® Bulletproof™) the sealer which does not absorb into the granite will dry and form the white haze residue. If the applicator allows the sealer to sit on the surface, without letting it dry, and then removes the excess within the time stated by the sealer manufacturer (i.e. 10 – 15 minutes for STONETECH BULLETPROOF) the chances of the haze forming are minimized or eliminated. When wiping the excess sealer off the substrates we recommend clean, dry white terry cloth towels. It is very important that when using these towels that they are rotated. Rotate the towel after every 3 or 4 ft² (0.3 – 0.4 m²) or the towel will become saturated and redistribute the sealer rather than remove the excess. This can lead to the formation of residue haze.

Removing Residue:
If residue is noticed within the first several hours after application, simply reapply the sealer. Allow the sealer to dwell for 2-3 minutes then agitate the surface with a nylon brush or white nylon scrub pad. Wipe thoroughly dry (as stated above). For stubborn residues, or if more than 24 hours have passed, STONETECH KlenzAll™ can be used. Start with a light (8 parts water to 1 part cleaner) dilution; apply the STONETECH KLENZALL solution to wet the affected surface. Allow the solution to dwell for 2-3 minutes. Agitate the surface with a nylon brush or white nylon scrub pad, remove the cleaning solution and rinse thoroughly. A repeat wash may be necessary. Once the residue has been removed, proper resealing will be necessary.

Follow the instructions listed on the packaging to avoid repeating the issues which were just resolved. If you have any questions regarding the use, installation or maintenance of the sealer or sealed stone then please contact our Technical Services.

Technical informations are subject to change without notice.

For latest data-sheet revision, check our website at www.laticrete.com
SUPERSET is a macromolecule based polymer concentrate to be mixed with water and used with cement for installing ceramic tile, vitrified tile and natural stone using the traditional cement slurry method of installation. It is very economical and works as a great enhancer for cement slurry bonding with tiles and stones removing the need for water curing.

- For enhancing cement
- Easy-to-use - Traditional system mixed with Superset technology
- Polymer based — Good adhesion
- Better performance — more open time
- Highly economical

1. Make solution by mix SUPERSET with Water
2. Mix SUPERSET solution with cement to make slurry
3. Spread this SUPERSET slurry on the leveling bed to fix tiles