



Media Contact:

Alexandra Ruffo, (214) 329-9191

alexandra@coopersmithagency.com

LATICRETE Debuts the Industry's Most Advanced Floor Heating System at SURFACES

STRATA_HEAT™ moves the flooring industry forward with the inclusion of the world's first heat conductive thin-set additive

December 14, 2017, Bethany, Conn. -- LATICRETE, a leading manufacturer of globally proven construction solutions for the building industry, will give SURFACES attendees a first-hand look at STRATA_HEAT™, the company's newest electric radiant floor heating system, which consists of the world's first heat conductive thin-set additive, a high performance floor heating wire, an uncoupling mat and a Wi-Fi enabled thermostat to provide a faster, more effective floor heat up and reduce energy costs. Located at Booth 5447, LATICRETE will also exhibit the new STONETECH® Epoxy Grout & Haze Coating Stripper and PRIME-N-BOND™, as well as 257 TITANIUM™, PERMACOLOR® Select and HYDRO BAN® Board.

"Not only is SURFACES a unique opportunity to introduce new product offerings, it also allows us to directly interact with thousands of tile and stone professionals that use our materials on the jobsite. This year, the STRATA_HEAT Thermal Diffusion Technology™ used in the thin-set additive is the most innovative development in floor heating in the world," said Sean Boyle, LATICRETE Vice President, Marketing North America. "2018 will be an exciting year of growth for us as we continue to introduce new products that move the industry forward."

Globally Proven Construction Solutions

PRODUCTS TO BE SHOWCASED AT BOOTH 5447:

STRATA_HEAT™

The new STRATA_HEAT electric radiant floor heating system consists of the world's first heat conductive thin-set additive, an innovative high performance floor heating wire, an uncoupling mat and a Wi-Fi enabled thermostat. In addition to minimizing floor heat up and cycle time to reduce energy costs, STRATA_HEAT features a smart-focused design that is Amazon® Alexa compatible.

PRIME-N-BOND™

PRIME-N-BOND is a versatile primer designed to enhance the adhesion of mortars to smooth and non-absorptive substrates that can be difficult to bond to. PRIME-N-BOND does not require mixing, making it ideal for use in interior or occupied areas. Additionally, PRIME-N-BOND improves the bonding of self-leveling underlayments over cementitious substrates.

STONETECH® Epoxy Grout & Haze Coating Stripper

STONETECH Epoxy Grout & Haze Coating Stripper is the newest heavy duty specialty cleaner within the STONETECH line of products. The fast-acting, non-runny gel solution is safe to use on multiple surfaces and removes epoxy grout haze and tough coatings in minutes. This product is ideal for adhering vertical and horizontal natural stone, masonry and tile applications.

257 TITANIUM™



The new 257 TITANIUM is a lightweight high-performance thinset mortar designed to function as the optimal choice for installing Gauged Porcelain Tile (GPT) and Gauged Porcelain Tile Panels/Slabs (GPTP) in commercial, residential and industrial applications. 257 TITANIUM exceeds ANSI A118.15, the industry's highest performance standard for a cementitious-based adhesive mortar, providing worry-free interior, exterior or submerged installations.

PERMACOLOR® Select

PERMACOLOR Select is an advanced high performance cement grout that offers the industry's first dispersible dry pigment solution. Designed for optimum performance on all types of residential and commercial installations, PERMACOLOR Select is able to withstand the most demanding exterior or interior applications with ease.

HYDRO BAN® Board

HYDRO BAN Board is a lightweight, easy to install, ready to tile wall board designed for bonded tile or stone installations. It is made with a waterproof high-density extruded polystyrene core and a waterproof membrane on both sides to give triple protection from water and vapor intrusion.

DEMONSTRATION SCHEDULE:

January 30th, 31st and February 1st

10:45 a.m. STRATA_HEAT

11:45 a.m. 257 TITANIUM

1:00 p.m. STONETECH Epoxy Grout & Haze Coating Stripper



2:00 p.m. PRIME-N-BOND

3:00 p.m. HYDRO BAN Board

3:45 p.m. PERMACOLOR Select

###

About LATICRETE

LATICRETE is a leading manufacturer of globally proven construction solutions for the building industry. LATICRETE offers a broad range of products and systems covering tile & stone installation and care, masonry installation and care, resinous and decorative floor finishes, concrete construction chemicals, and concrete restoration and care including the LATICRETE® SUPERCAP® System. For 60 years, LATICRETE has been committed to research and development of innovative installation products, building a reputation for superior quality, performance and customer service. LATICRETE methods, materials, and technology have been field and laboratory proven by Architects, Engineers, Contractors and Owners. Offering an array of low VOC and sustainable products, LATICRETE products contribute to LEED certification, exceed commercial/residential VOC building requirements, and are backed by the most comprehensive warranties in the industry. For more information, visit laticrete.com.

