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LATICRETE Showcases New Product Solutions at 2018 World of Concrete

SPARTACOTE™ Urethane Cement allows coatings professionals a faster, easier installation in extreme abrasion, impact and thermal shock environments (Booth O40751)

December 20, 2017, Bethany, Conn. -- LATICRETE, a leading manufacturer of globally proven construction solutions for the building industry, will showcase new and top-performing products at the 2018 World of Concrete. The recently launched SPARTACOTE™ Urethane Cement, a durable, high-performance coating system that withstands thermal shock and harsh impact will be demonstrated live outside in the Decorative Pavilion at Booth O40751. In the South Hall at Booth S11526, attendees will learn about NXT® self-leveling underlayments for tile and stone finishes, as well as the LATICRETE® SUPERCAP® System, which saves time and money, and is an immediate solution to OSHA's new respirable silica dust regulation. Other product lines to be featured include construction chemicals and SPARTACOTE resinous flooring systems.

"At World of Concrete, we interact with concrete professionals from around the globe and show them the benefits of using LATICRETE® products on the job. This often includes a simplified installation process and selecting the right products for the right project," said LATICRETE Channel Manager Jeff Bonkiewicz. "Our concrete experts will

Globally Proven Construction Solutions

perform live, interactive demonstrations during the show that are designed to give installers new tools, guidance and confidence they can immediately take back in the field.”

PRODUCTS TO BE SHOWCASED:

SPARTACOTE™ Urethane Cement

As a high-performance, professional-grade flooring solution for demanding spaces, SPARTACOTE Urethane Cement is suitable for a wide-range of environments, including those exposed to thermal shock, such as commercial kitchens and beverage production areas. Available in light grey, dark grey, red, green, black and tan, SPARTACOTE Urethane Cement is designed to be used in conjunction with SPARTACOTE top-coats for additional protection and UV stable properties.

LATICRETE® SUPERCAP® System

The LATICRETE SUPERCAP System combines industry leading, patented pump truck technology and innovative products to deliver perfectly flat floors. For over a decade, the system has delivered spectacular time-saving, cost-effective solutions that correct uneven concrete, reduce moisture vapor emissions and shorten build times.

SPARTACOTE FLEX PURE CLINICAL PLUS™

SPARTACOTE FLEX PURE CLINICAL PLUS™ is a fast curing, decorative, resinous floor coating equipped with silver ion antimicrobial technology that keeps the floor coating cleaner by inhibiting microbial growth. These specialized coatings offer excellent impact, abrasion and chemical resistance, and are perfect for demanding



environments requiring safe, durable, high traction flooring, such as locker rooms, hospital operating rooms and other demanding environments.

SPARTACOTE Chip

SPARTACOTE Chip is a multi-coat chip (flake) broadcast concrete coating system designed to provide a terrazzo-like seamless flooring finish suitable for numerous types of commercial and residential applications.

NXT® Level DL

NXT Level DL (Decorative Leveler) is designed for use as a durable and attractive interior wear surface topping or a high performance underlayment. NXT Level DL can be topically stained or integrally colored to match specific needs and accent a wide variety of coloring systems and finishes.

STRATA_MAT™

STRATA_MAT™ is a high performance uncoupling membrane for use under ceramic tile and stone installations, for both residential and commercial applications. Designed to replace traditional underlayment materials, the unique patent pending design of STRATA_MAT provides an enhanced mechanical bond of the adhesive mortar for faster drying and a shorter time to grout.

INDOOR DEMONSTRATION SCHEDULE BOOTH S11526:

January 23, 24th and 25th

10:00 a.m. NXT Level DL over STRATA_MAT



11:30 a.m. SPARTACOTE Pigmented Moisture Vapor Barrier with SPARTACOTE Chip

1:30 p.m. SPARTACOTE FLEX PURE CLINICAL PLUS

3:00 p.m. NXT Level DL white

OUTDOOR DEMONSTRATION SCHEDULE BOOTH O40751:

January 23rd

10:00 a.m. SPARTACOTE Chip and Industrial Traffic Coating

10:00 a.m. SPARTACOTE Urethane Cement and Metallic Coating

1:00 p.m. SPARTACOTE Chip and Industrial Traffic Coating

1:00 p.m. SPARTACOTE Urethane Cement and Metallic Coating

January 24th

10:00 a.m. SPARTACOTE Industrial Traffic Coating and Guard Coating with striping

10:00 a.m. SPARTACOTE Urethane Cement and Experimental Decorative Coating

1:00 p.m. SPARTACOTE Industrial Traffic Coating and Guard Coating with striping

1:00 p.m. SPARTACOTE Urethane Cement and Experimental Decorative Coating

January 25th

10:00 a.m. SPARTACOTE Quartz Coating and Industrial Traffic Coating

10:00 a.m. SPARTACOTE Urethane Cement and Metallic Coating

1:00 p.m. SPARTACOTE Quartz Coating and Industrial Traffic Coating



1:00 p.m. SPARTACOTE Urethane Cement and Metallic Coating

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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.

