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LATICRETE Moves Industry Forward with New Product Offerings Showcased at Coverings 2018

Innovative product solutions include a radiant floor heating system with the world's first heat conductive thin-set additive

May 2, 2018, Bethany, Conn. -- LATICRETE, a leading manufacturer of globally proven construction solutions for the building industry, will give Coverings attendees a first-hand look at the company's latest flooring solutions, including the revolutionary electric radiant floor heating system, STRATA_HEAT™, which includes the world's first heat conductive additive utilizing Thermal Diffusion Technology™. Located at Booth 7213, LATICRETE will also exhibit the new READY-TO-USE™ Grout, HYDRO BAN® Cementitious Waterproofing Membrane, HYDRO BAN Quick Cure, Quick Cure Mortar Bed, STONETECH® Epoxy Grout & Haze Coating Stripper, STONETECH Quartz & Porcelain Tile Sealer, STONETECH Quartz & Tile Cleaner and PRIME-N-BOND™. PERMACOLOR® Select and 257 TITANIUM™ will also be featured.

"Our team of scientists, engineers and product developers have put in a lot of hard work to produce everyday solutions for the construction industry to address growing market trends such as tiny homes," said LATICRETE Sr. Manager, Marketing Communications Maria Oliveira. "As part of Coverings' ninth annual Installation Design Showcase (IDS), various LATICRETE® products including the complete STRATA_HEAT system will be installed live in the 'Smart Modern Living' tiny home on site."

Globally Proven Construction Solutions

In addition to STRATA_HEAT, the 'Smart Modern Living' tiny home will utilize HYDRO BAN Board, the HYDRO BAN Shower System, PERMACOLOR Select, 4-XLT, TRI-LITE™ and LATASIL™. The IDS tiny home exhibit will be displayed the entire duration of the trade show at Booth 8804 in Hall C.

PRODUCTS TO BE SHOWCASED AT BOOTH 7213:

READY-TO-USE Grout

READY-TO-USE Grout is an advanced professional-grade, ready-to-use premixed grout that delivers superior color consistency combined with excellent stain resistance. READY-TO-USE Grout is ideal for interior re-grouting applications involving ceramic tile, glass tile and stone. In addition to its non-sag formula, READY-TO-USE Grout inhibits the growth of stain-causing mold and mildew in grout joints and does not require sealing.

HYDRO BAN Cementitious Waterproofing Membrane

HYDRO BAN Cementitious Waterproofing Membrane is a single-component, polymer-fortified cement-based waterproofing material that mixes with water. This product can be used to waterproof walls and floors in bathrooms, kitchens, swimming pools, water features and fountains, balconies and terraces over unoccupied space. It can also be used to waterproof all common building substrates that require protection from water exposure.



HYDRO BAN Quick Cure

Designed for both commercial and residential tile installations, HYDRO BAN Quick Cure creates a continuous waterproofing barrier with outstanding adhesion to metal, PVC, stainless steel and ABS drain assemblies. Thanks to its rapid-drying properties, HYDRO BAN Quick Cure allows for floor testing within 30 minutes and a faster return-to-service. HYDRO BAN Quick Cure features WetCure Technology, which allows it to cure even in cold or damp environments.

Quick Cure Mortar Bed

Quick Cure Mortar Bed is a rapid-setting, polymer-fortified thick bed mortar that allows for foot traffic and walkability in as soon as 30 minutes for mortar bed and shower system installations. Quick Cure Mortar Bed is versatile for use in both interior and exterior applications, wet or dry applications, bonded and non-bonded thick bed mortar applications, shower systems and concrete repairs, to create a continuous waterproofing barrier with outstanding adhesion. When combined with HYDRO BAN Quick Cure, Quick Cure Mortar Bed provides the fastest mortar bed shower system install in the industry.

STRATA_HEAT

The STRATA_HEAT electric radiant floor heating system includes the world's first heat conductive thin-set additive that utilizes Thermal Diffusion Technology to uniformly distribute heat through the adhesive to eliminate cold spots and quickly achieve the desired floor temperature. The system also includes an innovative high-performance floor heating wire, an uncoupling mat and a Wi-Fi enabled thermostat. The advanced system



transfers heat faster than standard floor heating products on the market to reduce energy costs and provide customers with the most customizable floor heating experience imaginable.

PRIME-N-BOND

PRIME-N-BOND is a versatile primer designed to enhance the performance and mechanical bond of mortars to a variety of smooth or low-absorptive substrates to which adhesion may be difficult. PRIME-N-BOND is low VOC and does not emit a strong odor, making it ideal for use in interior or occupied areas. Additionally, PRIME-N-BOND allows for faster preparation because it does not require mixing, which can save contractors time and money on the jobsite.

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 able to dissolve epoxy grout haze and coatings such as varnish, lacquer, sealer, wax, paint, polyurethane and acrylic in 10 minutes or less, even if the residue has been present for more than a week.

STONETECH Quartz & Porcelain Tile Sealer

STONETECH Quartz & Porcelain Tile Sealer is a premium water-based sealer that acts as a preventive against oil and water-based stains. In addition to protecting engineered quartz, stone and tile surfaces, STONETECH Quartz & Porcelain Tile Sealer can also be used as a pre-grout sealer to prevent potential staining on porcelain



tile. This product is low odor, non-flammable and meets state and federal VOC requirements, making it safer for installers to work with and more environmentally friendly than solvent-based sealers.

STONETECH Quartz & Tile Cleaner

STONETECH Quartz & Tile Cleaner is a premium, water-based solution that is gentle and effective enough to clean and remove light stains without harsh chemicals that can harm or dull the surface. The easy-to-use product gives off a clean, fresh scent and does not require any dilution. After spraying STONETECH Quartz & Tile Cleaner directly on the surface, the mess can be wiped away without the need to rinse with water.

257 TITANIUM

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 is silica sand-free to fully comply with Occupational Safety and Health Administration's (OSHA) new workplace standards that limit the amount of respirable crystalline silica dust on the jobsite. This contributes to the product's easy-to-spread creamy consistency and ease of troweling.

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.



TRI-LITE

TRI-LITE is a high-performance, tri-purpose mortar designed for large and heavy tile, thin-bed and wall installations. Due to its lightweight formula and smooth, creamy consistency, a 30 lb (14.6 kg) bag provides the same coverage as a 50 lb (22.6 kg) bag of traditional mortar.

HYDRO BAN Board

HYDRO BAN Board is 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.

HYDRO BAN Shower System

The HYDRO BAN shower system includes an expansive line of pre-sloped and linear shower pans, niches, seats and benches made with a high-density polystyrene core. Linear and square drains are available in multiple standard and custom sizes and finishes, including a tile-in option to match almost any design. LATICRETE shower systems also provide accessories to offer customers everything needed for a flawless shower installation, backed by the industry's best warranty.

4-XLT

4-XLT is a multi-use, polymer-fortified adhesive mortar designed with excellent non-sag performance for large and heavy tile installations. 4-XLT features a smooth and creamy consistency and can be built up to .75 in (19 mm)



thick without shrinkage. Additionally, this product not only exceeds ANSI A118.4 and 118.11 Shear Bond Strength Requirements, but also meets the "Extra Heavy" rating per ASTM C627.

LATASIL

LATASIL is a high-performance, one component sealant designed for both interior and exterior ceramic tile and stone applications. LATICRETE is entirely made up of silicone and is an ideal installation material for swimming pools and other wet areas, as well as expansion joints in residential and commercial projects.

STAGE DEMONSTRATION SCHEDULE AT THE TILE COUNCIL OF NORTH AMERICA (TNCA) BOOTH 7201:

Tuesday, May 8th

11:30 a.m. - 12:00 p.m. STRATA_HEAT

4:30 p.m. - 5 p.m. HYDRO BAN Quick Cure and Quick Cure Mortar Bed

Wednesday, May 9th

10:00 a.m. - 10:30 a.m. PERMACOLOR Select

3:30 p.m. - 4:00 p.m. STRATA_HEAT

Thursday, May 10th

1:00 p.m. - 1:30 p.m. STRATA_HEAT



LIVE INSTALLATIONS AT THE INSTALLATION DESIGN SHOWCASE (IDS): TINY HOUSE EDITION BOOTH

8804 HALL C:

Tuesday, May 8th

10:00 a.m. - 6:30 p.m. 'Smart Modern Living' Tiny Home Exhibit

Wednesday, May 9th

10:00 a.m. - 5:30 p.m. 'Smart Modern Living' Tiny Home Exhibit

Thursday, May 10th

10:00 a.m. - 5:30 p.m. 'Smart Modern Living' Tiny Home Exhibit

Friday, May 11th

10:00 a.m. - 3:00 p.m. 'Smart Modern Living' Tiny Home Exhibit

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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.

