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**LATICRETE Resinous Flooring Estimator Simplifies Floor Coating Specification and Ordering Process**

*Leading manufacturing company introduces end-to-end floor coating project estimation and ordering tool for construction professionals interested in the SPARTACOTE™ resinous flooring line*

**November 1, 2018, Bethany, Conn.** -- LATICRETE, a leading manufacturer of globally proven construction solutions for the building industry, has introduced its Resinous Flooring Estimator— a state-of-the-art online tool for construction professionals utilizing SPARTACOTE™ products for their floor coating projects. The new tool allows users, both the general public and authorized LATICRETE distributors, to specify their floor or wall area, receive a detailed estimate of the individual components of any SPARTACOTE system, quantities and optional accessories, and place an order to be shipped directly from LATICRETE in a few quick steps.

“We have combined our existing estimation tool with an online ordering system to create a brand-new project estimation experience. Our Resinous Flooring Estimator represents a significant advantage to contractors who specify SPARTACOTE products for their projects. It not only provides a direct purchase path to speed up the entire ordering process but also helps introduce high-performance products to customers that may not have known about them previously,” said Kenneth Tarwood, LATICRETE Director of Marketing Information Systems.

**Globally Proven Construction Solutions**

SPARTACOTE resinous and decorative coating systems offer customers customizable floor coatings that suit a wide variety of applications. Key advantages of using SPARTACOTE systems for coatings contractors include excellent impact, chemical and abrasion resistance, extended working times and rapid cure properties that are designed to dry within a couple hours and be driven on within 24 hours. Additionally, these systems offer superior durability for long-lasting installations.

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*To access the tool, visit [laticrete.com/estimator](http://laticrete.com/estimator).*

### **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 over 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](http://laticrete.com).

