



Media Contact:

Alexandra Ruffo, (214) 329-9191

alexandra@coopersmithagency.com

LATICRETE Launches LHT™ PLUS For Large and Heavy Tile Flooring Applications

The large and heavy tile mortar offers installers expert bonding properties and ease of use

April 23, 2018, Bethany, Conn. -- LATICRETE, a leading manufacturer of globally proven construction solutions for the building industry, has introduced LHT™ PLUS, a polymer-modified large and heavy tile mortar specifically formulated to provide a one-step installation for large format ceramic tile, porcelain tile and stone on floors. In addition to providing a superior bond that withstands the trials involved with installing large and heavy tile, LHT PLUS offers a smooth and creamy consistency for ease of use and can be built up to 3/4 inch (19 mm) thick without shrinkage. LHT PLUS also exceeds ANSI A118.11 requirements and can be used over Exterior Glue Plywood (EGP) without the use of an additive.

"In recent years, we have witnessed the increasing popularity of large and heavy tiles, presenting new requirements and challenges to the tile and flooring industry," said LATICRETE Senior Product Manager Jonathan Scott. "These larger materials demand a setting mortar like LHT PLUS that offers excellent adhesion for added support and reduced lippage."

LHT PLUS offers a smooth, creamy consistency that is easy to trowel and assures proper coverage on both the substrate and the tile or stone. In addition to its ability to be used over exterior glue plywood

Globally Proven Construction Solutions

without the use of an additive, other suitable substrates for LHT PLUS include concrete, mortar bed, ceramic tile and stone, cement terrazzo and concrete masonry.

“LATICRETE was founded on an innovative idea. Our engineers, scientists and product developers are always looking for new ways to help installers do their job easier,” added Scott.

LHT PLUS is designed for interior and exterior floor applications and exceeds ANSI A118.4 and 118.11 requirements.

###

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.

