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LATICRETE Offers Up-Close Look at New Product Innovations at Coverings 2019

New product offerings and best installation practices from LATICRETE will be showcased at the company's booth (2641), the Live Installation Demo Stage (3138) and the Installation & Design Experience (3538)

April 3, 2019, Bethany, Conn. -- LATICRETE, a leading manufacturer of globally proven construction solutions for the building industry, will be showing off its latest product solutions at Coverings. Located at Booth 2641, attendees will learn about the soon-to-be-released 125 TRI MAX™ three-in-one adhesive, VAPOR BAN™ Primer ER, the future of moisture vapor control and primers and LATICRETE® SUPERCAP® SC650-MC, a self-leveling topping suitable for use as a high-strength wear surface or underlayment with a quick return-to-service, in addition to recently launched products that have and will continue to move the industry forward. Product demonstrations throughout the trade show will offer guests insight into how top contracting professionals handle a variety of challenging tile installations (Live Installation Demo Stage at Booth 3138).

“For thirty years, Coverings has been a can’t-miss event for the tile and stone industry in North America to gather together and learn from one another. Like in years past, we’ve come ready to help educate our customers on new ways they can use our products to maximize their installations and produce the best possible results for their clients,” said Sean Boyle, LATICRETE Vice President, Marketing North America.

Globally Proven Construction Solutions

LATICRETE is a sponsor of the Installation & Design Experience at Booth 3538. Topics to be covered include best installation practices, why tile is a great product choice in comparison to other materials and how to become certified tile installers, to name a few. This booth will also feature state-of-the-art vignettes designed by local designers and installed by NTCA Five-Star Contractors using various LATICRETE products.

Additionally, on the tradeshow floor in the LATICRETE booth, a blue diamond mosaic art piece by New York-based artist Allison Eden of Allison Eden Studios will be on display. The design was grouted with SPECTRALOCK® PRO Premium Translucent Grout, a patented high-performance epoxy grout that offers a unique opaque color that diffuses light for a vibrant finish, and stands approximately 60 inches (152 centimeters) high and is 44 inches (112 centimeters) wide.

PRODUCTS TO BE SHOWCASED AT BOOTH 2641:

VAPOR BAN Primer ER

VAPOR BAN Primer ER is an ASTM F-3010 compliant, epoxy-based all-in-one moisture vapor barrier and primer that saves installers time and speeds up labor on the jobsite, thanks to the products' dual purpose. With a quick turnaround time, VAPOR BAN Primer ER is ready for self-leveling underlayment placement in as little as three hours. VAPOR BAN Primer ER is expected to launch in the spring.

125 TRI MAX

125 TRI MAX is a new three-in-one adhesive, sound control and crack isolation product that eliminates the need for sound and anti-fracture mats. Because of its three-in-one versatility and lightweight nature, 125 TRI MAX



saves construction professionals money on storage, freight and logistics. In addition to the high-performance and anti-fracture benefits this product offers, 125 TRI MAX contains 36 percent post-consumer recycled materials to contribute to LEED points and is GREENGUARD certified for sustainable building. 125 TRI MAX is expected to launch in the spring.

LATICRETE SUPERCAP SC650-MC

LATICRETE SUPERCAP SC650-MC is a medium/coarse-sanded pumpable and pourable, low alkali cement-based self-leveling topping that's suitable as a high-strength wear surface or underlayment. This product can be applied over concrete and other types of sound substrates before polishing, installing coatings or other flooring systems, to transform rough concrete to a flat and smooth surface. After applying, surfaces are walkable within two to four hours and may be open to wheel traffic within 24 hours, for a quick return-to-service.

STONETECH®

The STONETECH line of surface care products offers solutions with superior protection to preserve the natural look of tile and stone surfaces. Recently, after extensive market research among distributors and end users, LATICRETE revamped this line's packaging to more effectively showcase product uses and benefits to better serve customers. Updates include new labels with category differentiators (green labels are for Cleaners, red labels are for Enhancing Sealers and yellow labels are for Natural Look Penetrating Sealers) and informative icons to easily identify no VOC or low VOC products, to name a few.



MULTIMAX™ Lite

LATICRETE recently launched MULTIMAX Lite, the ultimate one-step, non-sag, Large and Heavy Tile mortar for interior and exterior installations of ceramic tile, porcelain tile, glass tile and stone. Offering superior bond strength and adhesion, MULTIMAX Lite exceeds ANSI 118.15, the industry's highest performance standard for a cementitious-based adhesive mortar, and thanks to its lightweight, can be more easily transported and troweled. MULTIMAX Lite contains no silica sand benefiting workers on the jobsite with reduced exposure to respirable silica.

HYDRO BAN® Shower System

The HYDRO BAN preformed shower system includes an expansive line of pre-sloped and linear shower pans, niches, seats and benches, made with a high-density polystyrene core. LATICRETE shower systems also provide accessories to offer customers everything needed for a flawless shower installation, such as liquid applied and sheet membranes, sealants and lightweight ready-to-tile wallboard backed by the industry's best warranty. To accommodate virtually any shower installation, LATICRETE has launched a series of new and improved grates and troughs in a variety of sizes and finishes, with custom sizes available upon request. These products are the only ones of their kind that offer a lifetime system warranty for a fail-safe shower system provided by a single source supplier.

SPECTRALOCK PRO Premium Translucent Grout

SPECTRALOCK PRO Premium Translucent Grout is a patented high-performance epoxy grout that offers customers a unique opaque color that diffuses light for a vibrant finish. This product is an enhancement of



SPECTRALOCK PRO PREMIUM GROUT, both offering superior non-sag performance, unmatched stain resistance and color uniformity for an even finish without any blotchiness or shading. For a high fashion look, SPECTRALOCK PRO Premium Translucent Grout can be paired with SPECTRALOCK DAZZLE in Gold, Silver, Copper, Mother-of-Pearl or Glow-In-The-Dark.

STRATA_HEAT™

The 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.

HYDRO BAN Quick Cure

HYDRO BAN Quick Cure is a liquid-applied, ready-to-use waterproofing membrane that creates a continuous waterproofing barrier with outstanding adhesion. Thanks to its unique curing properties, HYDRO BAN Quick Cure allows for flood testing within 30 minutes. Additionally, HYDRO BAN Quick Cure features advanced 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, pre-mixed, polymer-fortified thick bed mortar. 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. When combined with HYDRO BAN Quick Cure, Quick Cure Mortar Bed provides the fastest mortar bed shower system install in the industry.

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 exceeds ANSI A118.15, the industry's highest performance standard for a cementitious-based adhesive mortar, providing worry-free interior, exterior or submerged installations.

SPARTACOTE™

The SPARTACOTE line of resinous flooring and decorative coating systems was recently expanded to offer customers the most comprehensive line of leading-edge products in the industry to produce a customizable, seamless floor.

DEMONSTRATION SCHEDULE AT BOOTH 3138:

Tuesday, April 9th

11:50 a.m. VAPOR BAN Primer ER: the future of moisture vapor control and primers, increasing overall productivity

3:30 p.m. 125 TRI MAX: the most versatile 3-in-1 sound control & crack isolation adhesive on the market



Wednesday, April 10th

11:20 a.m. HYDRO BAN Quick Cure and Quick Cure Mortar Bed: the industry's fastest mortar bed shower system

4:10 p.m. MULTIMAX Lite: the highest performing large and heavy tile and stone adhesive on the market

Wednesday, April 10th

11:50 am. SPECTRALOCK PRO Premium Translucent Grout: a high-performance epoxy grout providing attractive options for your colorful tiles

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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 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.

