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LATICRETE Introduces Tile Contractors to New Product Solutions at SURFACES

Products from three of the company's core business channels will be showcased, including alternative solutions to traditional tile and stone needs that address growing industry trends

January 23, 2019, Bethany, Conn. -- Located at Booth 5447, LATICRETE, a leading manufacturer of globally proven construction solutions for the building industry, will give SURFACES attendees an exclusive sneak peek at the company's soon-to-be-released 125 TRI MAX™ three-in-one adhesive and VAPOR BAN™ Primer ER, as well as showcase recently launched products from three of the company's core business channels — Tile and Stone Installation Systems, SPARTACOTE™ Resinous Flooring Systems and Surface Preparation/Concrete Remediation. Additionally, one lucky winner will be selected as the grand prize recipient of a new 2019 Chevrolet Silverado 1500 to conclude the six-month prize promotion to celebrate the 15-year anniversary of the SPECTRALOCK® Grout product line.

"SURFACES is a prime opportunity to showcase traditional tile and stone installation and care products, as well as introduce thousands of construction professionals to new product solutions that can be taken back to the jobsite to address growing trends, like tile contractors utilizing resinous flooring as an alternative floor covering," said Sean Boyle, LATICRETE Vice President, Marketing North America.

Globally Proven Construction Solutions

PRODUCTS TO BE SHOWCASED AT BOOTH 5447:

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, in as little as three hours VAPOR BAN Primer ER is ready for self-leveling underlayment placement. VAPOR BAN Primer ER is expected to launch at the beginning of 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 the three-in-one versatility and lightweight nature of this product, 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 near the end of winter.

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 light weight, can be more easily transported and troweled.



MULTIMAX Lite contains no silica sand benefiting workers on the jobsite with reduced exposure to respirable silica.

STRATA_HEAT™ Thermal Pack

STRATA_HEAT Thermal Pack is a patent-pending thin-set additive which has been designed exclusively for use with select LATICRETE® adhesives. Utilizing Thermal Diffusion Technology, heat generated from the STRATA_HEAT Wire is uniformly distributed throughout the adhesive to eliminate cold spots and quickly achieve the desired floor temperature. With the addition of STRATA_HEAT Thermal Pack, homeowners are able to lower kilowatt usage and reduce energy costs by 15 percent.

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.



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.

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.



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.

HYDRO BAN Board

HYDRO BAN Board is a 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.

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. With the addition of Select AnyColor™, customers can choose from 80 stocked colors and have the ability to custom match nearly any color in the Benjamin Moore® and Sherwin-Williams® palettes.



NXT™

NXT self-leveling, skim coat and vapor reduction products ensure substrates are ready to accept finishes like stone, tile or porcelain, as well as protect from moisture vapor. Products in this line are easy to work with and do not require installers to have extensive training.

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.

LATICRETE SUPERCAP® System

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

STONETECH®

The STONETECH line of surface care products offers products with superior protection to preserve the natural look of tile and stone surfaces. Included in the line is the recently launched Epoxy Grout Haze & Coating Stripper. 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.



DEMONSTRATION SCHEDULE AT BOOTH 5447:

January 22nd - 24th

10:45 a.m. SPECTRALOCK Pro Premium Translucent Grout

11:45 a.m. MULTIMAX Lite

1:00 p.m. STRATA_HEAT

2:00 p.m. HYDRO BAN Cementitious Waterproofing Membrane

3:00 p.m. VAPOR BAN Primer ER

3:45 p.m. STONETECH Epoxy Grout Haze & Coating Stripper

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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.

