



Media Contact:
Alexandra Ruffo, (214) 329-9191
alexandra@coopersmithagency.com

LATICRETE Showcases New Product Solutions at 2019 World of Concrete

Product lines to be displayed include SPARTACOTE™, NXT® and the LATICRETE® SUPERCAP® System

January 16, 2019, Bethany, Conn. -- LATICRETE, a leading manufacturer of globally proven construction solutions for the building industry, will showcase key product lines in its portfolio at the 2019 World of Concrete that address the needs for a variety of applications and industries, including healthcare, education, retail and food/beverage. Products from the recently expanded SPARTACOTE™ resinous flooring and decorative coating systems line will be displayed and demonstrated live outside at Booth O40851 and inside at Booth S11526. Attendees will also learn about the NXT® line of surface preparation products, as well as the LATICRETE® SUPERCAP® System and its Ready-Mix Delivery Service—a turnkey service that delivers blended self-leveling underlayment (SLU) directly to the jobsite through the company's patented pump truck technology.

“World of Concrete is our time to show our industry, existing customers and potential customers exactly what we’ve been working on over the past year. Our team of product developers works tirelessly to create solutions for nearly any need imaginable for a complete line of quality products, all backed by LATICRETE for a proven installation system,” said LATICRETE Channel Manager Jeff Bonkiewicz.

Globally Proven Construction Solutions

PRODUCT LINES TO BE SHOWCASED:

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.

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.

OUTDOOR DEMONSTRATION SCHEDULE BOOTH O40851:

January 22nd - 24th

10:00 a.m. SPARTACOTE FLEX XPL and SPARTACOTE SL Topping

1:00 p.m. SPARTACOTE Cove Gel and SPARTACOTE VERTICAL WB

3:00 p.m. SPARTACOTE Epoxy Membrane, SPARTACOTE FLEX XPL and SPARTACOTE Urethane Sealer



INDOOR DEMONSTRATION SCHEDULE BOOTH S11526:

January 22nd - 24th

10:00 a.m. SPARTACOTE FLEX XPL

11:30 a.m. SPARTACOTE Moisture Vapor Barrier with Chip broadcast

1:30 p.m. VAPOR BAN™ Primer ER

3:00 p.m. NXT Level DL white

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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.

