



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

LATICRETE Makes a Splash with HYDRO BAN[®] Cementitious Waterproofing Membrane

HYDRO BAN Cementitious Waterproofing Membrane is an easy-to-use, single-component waterproofing material that only requires water for mixing

March 6, 2019, Bethany, Conn. -- LATICRETE, a leading manufacturer of globally proven construction solutions for the building industry, has launched HYDRO BAN[®] Cementitious Waterproofing Membrane, a single-component, polymer-fortified cement-based waterproofing material that requires only water for mixing, resulting in a faster preparation process. Designed to perform under both negative and positive hydrostatic pressure up to two bars (29 pounds per square inch), HYDRO BAN Cementitious Waterproofing Membrane is ideal for use in swimming pools and aids in avoiding costly repairs from failure. This product can also be used to waterproof spas, water features, balconies or terraces over unoccupied space and all common building substrates that require protection from water exposure.

“In the construction industry, but more importantly in today’s society as a whole, we seek quick results. HYDRO BAN Cementitious Waterproofing Membrane is not a magic pill, but it’s pretty close. Competitive products on the market cannot handle the same amount of hydrostatic pressure HYDRO BAN Cementitious Waterproofing can and are two or three-part systems. This product is a simple, easy-to-use, one-step product that allows for areas of

Globally Proven Construction Solutions

application to be flood tested within two hours for a faster time to tile,” said Ryan Blair, LATICRETE Senior Product Manager - Grouts & Sealants.

HYDRO BAN Cementitious Waterproofing Membrane was formulated to be GREENGUARD certified and LEED compliant for sustainable building, equipped with anti-microbial technology and is solvent-free and non-flammable. In addition to exceeding ANSI A118.10 Waterproofing and ANSI A118.12 Crack Isolation (with mesh/fabric up to 0.125 inch (3 millimeters)) standards, this product achieved an “Extra Heavy Service” rating per TCNA performance levels (RE: ASTM C627 Robinson Floor Test) to support even the heaviest materials.

A single 30-pound (13.6 kilogram) bag of HYDRO BAN Cementitious Waterproofing Membrane covers 120 square feet at a maximum of 0.004 inch (1 millimeter) thickness when applied using two coats by brush, roller or spray application over interior and exterior concrete and masonry finishes, and over existing tile, drywall, cementitious backer boards and plywood on all interior floors and walls prior to the installation of tile and stone. For easy inspections, this product is white in color.

###

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.

