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125 TRI MAX™ by LATICRETE Recognized as One of the Industry's Best Products

Annual Building Design + Construction '101 Top Products' award program spotlights the best new or upgraded products for the building design and construction industry

December 23, 2019, Bethany, Conn. -- *Building Design + Construction* has named LATICRETE, a leading manufacturer of globally proven construction solutions for the building industry, a '101 Top Products' award winner for 125 TRI MAX™, the flooring industry's first-ever three-in-one adhesive, sound control and crack isolation product that eliminates the need for sound and anti-fracture mats and membranes. Now in its third year, the annual program recognizes the best new or upgraded products for the building design and construction industry. 125 TRI MAX was named a winner in the 'Flooring' category and allows for faster, more effective tile and stone installations.

"Building Design + Construction's '101 Top Products' awards focus on innovation and what the leading building products can do for its users. Not only does 125 TRI MAX act as the solution contractors need to carry fewer products on the jobsite for a single installation, but according to our research, it is also 33% faster to install than traditional sound, anti-fracture mat or membranes, and contractors can save 15 to 20% on product costs," said LATICRETE Senior Product Manager Jay Conrod.

High-performance benefits of 125 TRI MAX include fiber reinforcement to produce a stronger adhesive bond and a "Heavy Service" rating per TCNA performance levels (RE: ASTM C627 Robinson Floor Test) to support traffic in

Globally Proven Construction Solutions

high volume areas. 125 TRI MAX has also been independently tested to meet ANSI A118.12.5.4 “High Performance” specifications for superior crack isolation protection, with the ability to prevent the transmission of cracks up to 1/8 inch (3 millimeters), and ASTM E2179 and ASTM E492 for sound reduction.

125 TRI MAX contains 36% post-consumer recycled materials to contribute to LEED points and is GREENGUARD certified for sustainable building.

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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 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.

