



Media Contact:
Alexandra Ruffo, (214) 329-4477
alexandra@coopersmithagency.com

LATICRETE Launches the Flooring Industry's First-Ever Three-In-One Adhesive, 125 TRI MAX™

125 TRI MAX is an all-inclusive solution for adhesive, sound control and crack isolation needs

June 3, 2019, Bethany, Conn. -- LATICRETE, a leading manufacturer of globally proven construction solutions for the building industry, has introduced 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, allowing for faster, more effective tile and stone installations. Thanks to its three-in-one versatility and lightweight nature, 125 TRI MAX saves construction professionals money on labor, storage, freight and logistics.

"125 TRI MAX is the solution needed to allow contractors to carry fewer products on the jobsite for a single installation. Now, rather than needing an adhesive, sound control and crack isolation product, contractors only need 125 TRI MAX," said LATICRETE Senior Product Manager Jay Conrod. "According to our research, using 125 TRI MAX is 33 percent faster than traditional sound, anti-fracture mat or membrane installations, and contractors can save 15 to 20 percent on product costs."

High-performance benefits of 125 TRI MAX include fiber reinforcement for producing a stronger adhesive bond and a "Heavy Service" rating per TCNA performance levels (RE: ASTM C627 Robinson Floor Test) to support traffic in malls, stores, commercial kitchens, laboratories, auto showrooms or service centers, shipping and receiving areas.

Globally Proven Construction Solutions

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 percent post-consumer recycled materials to contribute to LEED points and is GREENGUARD certified for sustainable building.

A 25-pound (11.3 kilogram) bag provides the same coverage as a 50-pound (22.7 kilogram) bag.

###

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.

