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LATICRETE Launches “Rapid Recovery” Awareness Campaign to Provide Fast-Acting Solutions for a Rebounding Construction Industry

Leading manufacturer provides the recovering economy with nearly 100 rapid curing and multifunction solutions to finish construction jobs faster with less manpower

June 23, 2020, Bethany, Conn. -- LATICRETE, a leading manufacturer of globally proven construction solutions for the building industry, has launched a new awareness campaign to combat the tightening timelines of a construction market working toward recovery. Through a focused effort toward educating installers and contractors on a broad array of the company’s high performance rapid solutions, LATICRETE will help to get construction and following trades back to work and delayed projects back on track. Approximately 100 installation accelerating products for tile and stone, surface preparation, resinous and decorative flooring, shower installation systems and more have been carefully compiled and categorized in a central online hub for easier access and selection.

“Now more than ever, speed and the safe return to work are required to help us all rebound from the challenges caused by the COVID-19 pandemic. While the construction industry is being forced to play catch-up with compressed schedules and controlled jobsite access, LATICRETE is providing enhanced education and awareness of its rapid solutions to allow our customers to finish jobs faster and with less manpower. LATICRETE has rapid curing versions of many of our most popular products that help accelerate installation steps and multifunction products that eliminate some steps altogether,” said Spencer P. Maheu, LATICRETE Director, Product Management.

Globally Proven Construction Solutions

Fast-acting solutions include the SUPERCAP[®] system, a premium self-leveling underlayment (SLU) that delivers perfectly flat floors three to four times faster than with small bag, small pump mixing. When moisture mitigation is needed before placing an SLU, VAPOR BAN[™] Primer ER is both a premium moisture barrier and primer for SLUs, turning two steps into one. It is the fastest product on the market, helping contractors shave days off schedules and allowing following trades to get back to work faster. Pre-formed shower systems, which can save days on shower installations, are also available. HYDRO BAN[®] Quick Cure Waterproofing Membrane, for instance, is a waterproofing membrane that boasts an impressive 30-minute dry time. For tile and stone applications, 253R Gold Rapid is a fast setting grout mix that can reduce a comparable installation from 24 hours to two to four hours. Another option is PERMACOLOR[®] Select, an advanced high performance cement grout that offers the industry's first dispensable dry pigment solution for tile and stone installations and works in three hours.

Multifunction solutions with two-in-one and three-in-one functions can effectively shave days, or even weeks, off schedules. These proven formulations work overtime and include 125 TRI MAX[®], which is a three-in-one product for crack isolation and sound reduction. The SPARTACOTE[™] line of resinous and decorative flooring includes several solutions that offer fast return to service with minimum downtime and customizable, beautiful aesthetics. These seamless, nonslip, durable antimicrobial coatings can withstand heavy foot traffic, require low maintenance and resist stains and chemicals.

In addition to providing full technical and warranty support, LATICRETE offers free e-learning via LATICRETE University. Professional contractors can easily access industry and product information in short segments from the comfort of their home or office anytime. LATICRETE has the broadest range of installation accelerating products in the industry and all are in stock and ready to ship. For more information and a full list of the above and other LATICRETE rapid solutions, visit: laticrete.com/rapidrecovery.

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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.

