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LATICRETE Introduces Industry-First Solution to Enhance Building Longevity — Masonry Veneer Installation System (MVIS™) Water Crack Isolation Membrane (WCI)

LATICRETE makes strides in the adhered masonry veneer market with a new system to aid bulk water management, prevent cracks in exterior walls and enhance performance due to its outer protective shield

April 26, 2021, Bethany, Conn. -- [LATICRETE](#), a leading manufacturer of globally proven

construction solutions for the building industry, has launched Masonry Veneer Installation

System (MVIS™) Water Crack Isolation (WCI). MVIS WCI is a premier crack isolation

solution that enhances longevity thanks to its outer protective shield when used with

LATICRETE® air barriers or other air barrier systems. The product is a single-component, load-bearing, fluid-

applied, bulk water management and crack isolation membrane that produces a seamless, monolithic elastomeric

coating that bonds directly to a wide variety of concrete and cement backer board substrates due to its unmatched

strength.

“MVIS WCI was carefully engineered to achieve peace-of-mind for the end user and guard against the harshest elements, making it a necessity to avoid costly repairs down the road,” said Dustin Prevete, LATICRETE Senior Product Manager. “As LATICRETE continues to evolve in the masonry veneer market, MVIS WCI provides an

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effective solution to provide superior crack isolation, excellent bond strength and water resistance, preventing in-plane movement from transmitting through finished materials and preventing bulk water migration through the full system.”

MVIS WCI is a low-VOC, self-curing, water-based formula containing antimicrobial technology that helps prevent mold and mildew formation. Used in construction where air barrier and drainage planes are required to improve building efficiency and durability, MVIS WCI contains no solvents, is non-flammable and exceeds A118.12 standards.

The new membrane has a light color which makes for an easier inspection process. In addition, it also features color changing technology to visibly show when it has cured and bridges up to ¼-inch (6 mm) gaps on sheathing board joints with waterproofing and anti-fracture fabric. MVIS WCI is available in a five-gallon (18.9 L) pail and provides roughly 250 feet (76.2 m) of coverage.

For more information, visit laticrete.com.

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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 65 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.



