



Media Contact:
Alli Smith, (214) 329-4477
alli@coopersmithagency.com

LATICRETE Offers an Exclusive Look at New Products Engineered to Drive the Industry Forward At Coverings 2021

In light of 65 years of commitment to research and development of innovative construction solutions, new product offerings and leading installation practices will be exhibited at the company's booth (3419) and Live Installation Demo Stage (3022)

June 28, 2021, Bethany, Conn. -- [LATICRETE](https://www.laticrete.com), a leading manufacturer of globally proven construction solutions for the building industry, will be exhibiting their latest product solutions and innovations at Coverings (Booth 3419), including the soon-to-be-released HYDRO BARRIER™ Plus and HYDRO BAN® XP waterproofing and crack isolation membranes. Throughout the trade show, LATICRETE will offer product demonstrations on how top contracting professionals handle a variety of challenging tile installations and learn about alternatives to help lower staggering injury and ailment statistics associated within the physically demanding construction industry (Live Installation Demo Stage at Booth 3022).

“Nothing beats the energy and excitement of live demonstrations on the floor of the Coverings trade show and, after over a year of social distancing and virtual meetings, we’re thrilled to be back in full force and hit the ground running with 10 engaging demonstrations,” said Sean Boyle, LATICRETE Senior Vice President, Marketing & Channel Management - North America. “Our expert team of engineers, product developers and scientists have continued full steam ahead to bring to life our innovative solutions that address key opportunities in the

Globally Proven Construction Solutions

construction industry, including taking a hands-on approach to educating our workforce about health and safety best practices.”

Throughout the trade show, LATICRETE professionals will be covering topics such as best installation practices and ProjectSafety™, where educational resources are available to help installers work safer, while also providing hands-on training with recent product innovations.

LATICRETE is a key presenter to the guided National Tile Contractors Association (NTCA) Contractor Tours where attendees will be able to interact exclusively with products showcased at the trade show. In appreciation for the company’s loyal customer base, LATICRETE will also be participating as a sponsor in the Coverings Lounge Giveaways where guests will have the opportunity to win a variety of unique prizes.

PRODUCTS TO BE SHOWCASED AT BOOTH 3419:

STRATA_HEAT™ System

The new and improved STRATA_HEAT™ system is the most advanced electric radiant floor heating system available on the market that offers customers peace of mind due to its greater efficiencies, increasing thermal heat diffusion by 20% while reducing energy costs up to 15% and minimizing cold spots to make homes feel more comfortable (when the thermal pack is used). New features include productivity-based Spliceless Wire, Translucent Mat and Thermal Pack.

SPECTRALOCK® 1



SPECTRALOCK 1 is an evolutionary pre-mixed, stain-proof grout that has the performance of an epoxy. This product offers superior strength at 3,500 psi (24.1 Mpa), the ability to be submerged and an extremely fast curing rate so that installers can complete durable projects in less time than ever before. The grout also provides exceptional versatility and excellent color consistency, even with the most demanding applications.

SPECTRALOCK 1 exceeds all the standards under the ANSI A118.3*, of which no comparable product on the market can claim.

**Meets or exceeds ANSI A118.3 specific test designation 5.6*

NXT® Level Plus and NXT Level Flow

LATICRETE recently expanded its NXT product line with the release of two high-performance self-leveling underlayments (SLU), NXT® Level Plus and NXT Level Flow. NXT Level Plus is an advanced SLU that pours directly over more compromised substrates than ever before, thus eliminating extra steps, labor, materials and time. Unique to this SLU is the ability to be applied over plywood, oriented strand board (OSB) and gypsum, eliminating having to install lath. NXT Level Flow is a value-engineered SLU featuring pumpable, easy-to-use and high flow benefits that meets the current demand for entry-level cementitious self-leveling underlayment projects.

HYDRO BARRIER™ Plus and HYDRO BAN® XP

LATICRETE has expanded their line of best-in-class waterproofing and crack isolation membranes with HYDRO BARRIER™ Plus and HYDRO BAN® XP. HYDRO BARRIER Plus is a thin, load-bearing, self-curing, liquid rubber polymer that forms a flexible, seamless waterproofing, anti-fracture membrane without needing waterproofing fabric.



HYDRO BAN XP is the line's premium offering designed to include all the benefits of HYDRO BAN, including a quicker cure time and a lifetime warranty, but offers more extreme performance for a wider variety of conditions, such as substrate temperatures as low as 35°F (2°C) to extremely high temperatures in steam showers and steam rooms.

Skim Lite

Skim Lite is a new premium quality, fast-drying, polymer modified, cement-based underlayment designed for skim-coating, smoothing and leveling prior to the application of floor coverings. Skim Lite offers the customer lightweight properties while maintaining a strong surface, being rated for castor wheel use. With installer safety in mind, this product contains no respirable crystalline silica levels that exceed the OSHA action level*. Suitable substrates include concrete, oriented strand board (OSB), plywood and vinyl tile.

** OSHA action level set forth in OSHA's Respirable Crystalline Silica (RCS) standard for construction, 29 CFR 1926.1153, as certified by an independent laboratory to be below the OSHA action level for respirable crystalline silica - see www.laticrete.com/silica*

MULTIMAX™ Lite

MULTIMAX™ Lite, the ultimate one-step, non-sag, large and heavy tile mortar for interior and exterior installations of ceramic tile, porcelain tile, glass tile and stone, has received multiple certifications and declarations for sustainable living, including two Health Product Declarations (HPD), an Environmental Product Declaration (EPD) and a UL GREENGUARD Certification for low chemical emissions.



MULTIMAX Lite exceeds ANSI A118.15, the industry's highest performance standard for a cementitious-based adhesive mortar, and thanks to its lightweight feature, can be more easily transported and troweled.

Glass Tile Adhesive Lite

Glass Tile Adhesive Lite is a high-performance, lightweight, non-sag, polymer-fortified adhesive mortar that is specifically formulated for use in glass tile applications. This adhesive contains no respirable crystalline silica levels that exceed the OSHA action level*, is ultra-white in color and non-sanded with a smooth, easy-to-trowel consistency and extended open time for ease of installation. The robust formula provides a high bond strength and exceeds the requirements of ANSI A118.15. At 12.5 pounds (5.7 kg), Glass Tile Adhesive Lite is half the weight of a traditional thin-set, making it easier to transport and handle on the jobsite.

** OSHA action level set forth in OSHA's Respirable Crystalline Silica (RCS) standard for construction, 29 CFR 1926.1153, as certified by an independent laboratory to be below the OSHA action level for respirable crystalline silica - see www.laticrete.com/silica*

PRODUCT DEMONSTRATION SCHEDULE AT BOOTH 3419:

Wednesday, July 7th

1:30 p.m. STRATA_HEAT System: see how STRATA_HEAT has simplified the radiant floor heat installation process

2:00 p.m. SPECTRALOCK 1: hands-on training for the industry's only pre-mixed grout with epoxy performance

3:30 p.m. NXT Level Plus and NXT Level Flow: learn how the NXT product line can meet any self-leveling need

4:00 pm. HYDRO BARRIER Plus and HYDRO BAN XP: the newest members added to the Waterproofing

Membrane Family



DEMONSTRATION SCHEDULE AT BOOTH 3022:

Thursday, July 8th

11:30 a.m. Skim Lite: the future of smoothing and leveling

12:00 p.m. SPECTRALOCK 1: hands-on training for the industry's only pre-mixed grout with epoxy performance

2:00 pm. HYDRO BARRIER Plus and HYDRO BAN XP: the newest members added to the Waterproofing Membrane Family

2:30 p.m. MULTIMAX Lite and Glass Tile Adhesive Lite: the newest lightweight, high-performance adhesives

Friday, July 9th

10:30 a.m. STRATA_HEAT System: see how STRATA_HEAT has simplified the radiant floor heat installation process

11:00 a.m. SPECTRALOCK 1: hands-on training for the industry's only pre-mixed grout with epoxy performance

Coverings 2021 will be hosted in Orlando, Florida. To register, visit: <https://www.coverings.com/>.

###

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 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.



