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LATICRETE Unveils The Company's First-Ever Dedicated Grow Room and Greenhouse Coating System, Featuring Revolutionary Reflective Additive Technology

The SPARTACOTE® High-Yield System with patent-pending Lux Additive effectively lowers energy costs and increases plant yield through its innovative reflective technology

May 10, 2021, Bethany, Conn. -- [LATICRETE](#), a leading manufacturer of globally proven construction solutions for the building industry, has launched the SPARTACOTE® High-Yield System with patent-pending Lux Additive, an industry-first resinous coating system developed specifically to increase photosynthetic active radiation (PAR) reflectance of floor and walls by up to 56%, which effectively increases the amount of light available for photosynthesis. The SPARTACOTE High-Yield System with Lux Additive is designed as a complete grow room and greenhouse-specific high-performance coating system and is the company's first product targeting the rapidly developing market for the cannabis cultivation, indoor farming and controlled environment agriculture (CEA) industries. The product's innovative reflective technology successfully lowers energy consumption by helping to offset the cost of artificial lighting and provides more complete exposure in the space to increase plant yield.

"Grow rooms and cannabis extraction facilities present unique challenges due to demanding regulations and require a hygienic environment that promotes healthy plant growth," said Ben Lampi, LATICRETE Product Manager. "The SPARTACOTE High-Yield System provides an innovative solution to this challenge in its ability to

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offer a rapid cure time, be easily cleaned and maintained due to its seamless application, a longer floor life and chemical resistance to washdowns and fertilizers. Best of all, the durable system helps growers reach higher productivity and save energy costs due to the unprecedented benefits provided by our Lux Additive.”

The SPARTACOTE High-Yield System with Lux Additive is FDA and USDA compliant and comes with an optional non-slip traction additive. Providing versatile installation for horizontal and vertical applications to provide reflectance to the whole room, the system offers rapid return to service to minimize downtime and interruption and allows a quicker start to growing crops. Suitable substrates include concrete flooring, exterior rated plywood for flooring and walls, concrete masonry unit (CMU) walls and drywall. SPARTACOTE® FLEX PURE™ Clinical Plus is an optional antimicrobial topcoat available with the system that offers silver ion technology to further reduce risk to plants from bacteria and mold and protects the surface from degradation, discoloration, and odors.*

**Antimicrobial technology protects the treated article against mold and mildew deterioration. Antimicrobial technology is not designed to replace normal cleaning practices or protect users.*

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 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.

