

For Immediate Release
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LATICRETE EXCEEDS EURO NORM

LATICRETE International has introduced EuroNorm-compliant Thin-set Adhesives for permanent, problem-free installation of Ceramic Tile & Stone. LATICRETE 325 Premium Tile Adhesive and LATICRETE 335 Super Flex are now available in 20 kg bags in grey and white in many markets around the world served by the Laticrete organization.

LATICRETE 325 Premium Tile Adhesive is a high-strength, polymer-fortified adhesive formulated with Laticrete leading-edge technology for a vast number of climate conditions on various application types – floors, walls, ceilings - in interior & exterior areas. This advanced thin-set adhesive exceeds the standards requirements for Euro Norm C1E, ANSI and BS 5980 and is ideal for installing all types of tiles including porcelain tiles.

LATICRETE 325 Premium Tile Adhesive is perfect for installing tile over existing tile, large format tiles, exterior and interior applications, especially wet areas, like bathrooms and kitchens. This product is specifically engineered to improve the productivity and profitability of installations

“325 is easy to mix & apply,” said Erno deBruijn, International Vice President. “It is quickly prepared and ready to use by just adding water, becoming smooth and creamy immediately after preparation and has a long open time.”

LATICRETE 335 Super Flex is specially designed and additionally fortified for installing large format (600 mm x 600 mm and larger) porcelain tile and stone. It

meets the new Euro Norm C2TE standard as well as existing standards including BS 5980 and ANSI A118.4 1999 requirements.

LATICRETE 335 Super Flex is recommended for interior and exterior applications as well as difficult climate installations on both floors and walls.

“This is a great product for wet areas like bathrooms, kitchens and steam rooms,” said deBruijn. “It is excellent for totally submerged areas like swimming pools, fountains and water tanks.”

“Like the entire family of Laticrete powder based thin set adhesives, LATICRETE 335 Super Flex is easy to prepare & apply. It is ready to use by just adding water and mixing, becoming smooth and creamy and it has a long open time,” added deBruijn. “It is an excellent choice for the installation of glass mosaic tiles.”

LATICRETE International is a global leader in the manufacture of environmentally responsible tile and stone installation systems. Produced and available in major population centers worldwide, the LATICRETE brand is known, respected and trusted for industry leading innovation and superior technical support. Comprehensive LATICRETE and industry information can be found at: www.laticrete.com. For additional information and answers to your unique installation or application questions contact support@laticrete.com or (800) 243-4788 ext 235 (in USA), or (203) 393-0010, ext 235 (outside USA). LATICRETE® is a registered trademark of LATICRETE International, Inc.

