

# What's New?

## Press Releases and Newsletters

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### LATICRETE® CONTRIBUTES TO HOUSTON HABITAT FOR HUMANITY SUPERBUILD

It has become custom when the Super Bowl comes to town, the host city's Habitat For Humanity, in association with the NFL, builds a house for a family in need of affordable housing.

This year, for the first time, Houston Habitat for Humanity built not one, but 38 homes in honor of Super Bowl XXXVIII. As part of SuperBUILD XXXVIII, Tile Partners For Humanity (TPFH) partners will tile 34 of them - two were "pre-built" to serve as first aid and media houses and two local builders are handling all construction and materials for two others. TPFH represents a partnership between the tile industry and Habitat for Humanity, a non-profit organization working to eliminate substandard housing around the world.

TPFH partners will tile 258 square feet in 24 homes in the kitchen, bath and entryway and 592 square feet in 10 others in same areas plus living room for homeowners who are allergic to carpet. Partners tiled the first six homes on Feb. 26-27 and will continue through early April.

LATICRETE is providing materials for half the project, which equates to roughly 6,900 square feet, which will tile 23 homes. "We will be using our LATICRETE® 254 Platinum Multipurpose Thin-Set Mortar, this is our one-step polymer fortified thin-set," said Victoria Wright, LATICRETE Technical Representative in Houston. "This is a premium product that has been used for years, but now includes Microban® to inhibit the growth of stain causing mold and mildew. When using LATICRETE 254 Platinum Multipurpose Thin-Set Mortar, the homeowner has no need to worry in the future. .

"We're also using our revolutionary LATICRETE® SpectraLOCK™ Grout. Traditionally in the residential market, other than color, grout has been little more than an afterthought. Installers' find traditional epoxy grout too difficult to work with but installers have told me SpectraLOCK is a great product and almost worry-free in the installation process. "

With SpectraLOCK these new homeowners' won't have to worry about sealing their grout or all the other inherent problems generally associated with cement-grout such as fading, cracking, powdering-out etc."

Along with providing materials for half the project, LATICRETE also installed tile in four of the homes along with volunteers and homeowners.

"We had a number of LATICRETE master tile installers will be on the job teaching homeowners, Habitat volunteers and area High School students the



art of tile installation,” said Wright. “I think some people think tile setting is simple, but it's truly a skilled art, it's one of the ancient trades that is still passed on from master to apprentice. I grew up in this industry and to this day I can still recognize my father's work just from the style of his craftsmanship. This craft is something of what LATICRETE hopes to give to the Houston community, especially these young people who might yearn to learn a trade.”

The rewards of LATICRETE's involvement are not only for the homeowners, but for those who are doing the giving. “I believe the rewards come in the most unexpected ways, a lot of which might come even after I've cleaned the last margin trowel,” said Wright. “I have to say in light of some of the bad press coming from this city recently I feel that LATICRETE is a company that is very ethically based. I'm honored that my company didn't even bat an eye when we were approached to become involved in this event. But really the rewards will come when I think of these new homeowners' who will have a tile floor that could potentially last the lifetime of the home. This is something I think should be addressed in all Habitat for Humanity homes because some of these homeowners' might not even be able to afford the cost of a vacuum cleaner, tile in this case is much more practical. Overall, I believe tile systems' to be more sanitary and then you factor in that we've now put Microban in all our LATICRETE® Residential Tile & Stone Installation Solutions products, we've really scored a touchdown for these homeowners.”

Through its partners, TPFH works to provide tile, installation materials, tools, cleaners and sealers, installation labor and training for homeowners and volunteers interested in learning to tile. TPFH Executive Director Ally Fertitta said that tile is an ideal material for Habitat homes because it is attractive, easy to maintain, and will last the lifetime of the home. For more information on TPFH, contact Fertitta at 770-416-0200 or visit the TPFH website at [www.tpfh.com](http://www.tpfh.com). Houston Habitat for Humanity SuperBUILD XXXVIII is an official NFL™-sanctioned event of Super Bowl XXXVIII.

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](http://www.laticrete.com) . For additional information and answers to your unique installation or application questions contact [support@laticrete.com](mailto: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.