

For Immediate Release  
Contact: [publicity@laticrete.com](mailto:publicity@laticrete.com)

## NEW LATICRETE VERTICAL INSTALLATION SYSTEM TRIPLES PRODUCTIVITY

LATICRETE International Inc. introduces the new LATAPOXY® 310 Cordless Mixer. Designed to be used exclusively with LATAPOXY 310 Stone Adhesive, vertical installations of stone, porcelain or ceramic tile can be completed in half the time with much less effort and greater accuracy than traditional methods.

"The LATAPOXY 310 Cordless Mixer allows contractors to install stone, porcelain or ceramic tile onto vertical surfaces with unmatched speed, which improves productivity and reduces labor costs," said Sean Boyle, Product Manager. "Cladding veneers with thin-set, plaster and wire or mechanical anchors is very slow and difficult to work with. By using LATAPOXY 310 Stone Adhesive and the Cordless Mixer, the average three man crew can install over 400 sq. ft per day with much more ease and accuracy," Boyle added.

Equipped with both a speed and dosing control feature as well as an automatic reverse mechanism, the LATAPOXY 310 Cordless Mixer is easy to operate and is ideal for use when on scaffolding or tight areas.

LATICRETE LATAPOXY® 310 Stone Adhesive is Boca, ICBO, CBCCI, and ICC code approved high strength construction epoxy adhesive used for interior or approved exterior cladding installations and is backed by a 10-year Systems Warranty.

LATICRETE International, Inc. is the world leader in the manufacture of ceramic tile and stone installation systems. For additional information contact toll free: (800) 243-4788, ext. 235. For literature 24 hours x 7 days call: 1-800-359-3297. Outside the USA, (203) 393-0015, ext. 360. E-mail: [support@laticrete.com](mailto:support@laticrete.com). On the Internet: <http://www.laticrete.com>. LATICRETE® is a registered trademark of LATICRETE International, Inc.

