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## **LATICRETE SPONSORS GULF TILE'S FIRST ANNUAL SPRING MAKEOVER**

*For immediate release* – In May of 2006, LATICRETE International sponsored yet another worthy cause, this time donating its innovative tile and stone installation products to support a long-time distributor, Gulf Tile in Tampa Bay, Florida, who teamed up with Caldeco Air Conditioning and Heating for a unique community service project: The First Annual Gulf Tile/Caldeco Air Conditioning Spring Home Makeover.

Frank John Garcia, president and CEO of Gulf Tile, and Rick Caldevilla, president of Caldeco Air Conditioning and Heating, joined forces to “help make a difference in the health of an under served family in Tampa Bay.” As a youth, Garcia suffered from allergies, and with May being National Asthma Awareness Month, the timing was right to find a deserving family suffering from allergy and asthma symptoms right in their own home. By replacing the carpeted flooring, the wet areas and the air filtration system, the goal of the First Annual Gulf Tile/Caldeco Air Spring Home Makeover was to help turn a home into a safer and healthier place to live and breathe.

To achieve this mission, Gulf Tile and Caldeco Air enlisted the help of the Asthma and Allergy Foundation of America, Florida Chapter, which produced some shocking statistics. An estimated 900,000 Florida children and adults suffer from asthma, and over four-hundred million Floridians have severe allergic disorders. Asthma costs the Florida economy over \$900 million dollars per year, and is the leading cause of absenteeism in Florida schools. Asthma is also the leading cause of hospitalization for children in the state of Florida.

Two major contributors to asthma and allergic disorders are carpet and HVAC systems, making Gulf Tile and Caldeco Air perfect partners for this cause. Gulf Tile replaced all the carpet in the house and installed ceramic tile using donated LATICRETE setting materials and grout, while Caldeco Air replaced the existing air conditioning and heating system with Carrier's Infinity Series Heat Pump system and Infinity Series Electronic Air Filtration. The new HVAC system kills airborne bacteria, viruses, plant spores and more, and the duct board installed was coated with an anti-microbial agent.

"Tiled homes maintain fewer allergens than carpeted homes," said Garcia. "Therefore, Gulf Tile will provide and install ceramic tile throughout the home."

In August, letters and applications were sent out to area families registered with the AAFA/FL and local health clinics, and four finalists were chosen for a home inspection. The selected homes were then evaluated by licensed contractors and an environmental inspector to determine what needs to be done to create a healthy home.

The home that was selected is owned by Patricia Jackson, a single mother of four, who has personally fostered over a hundred special needs children over the years and has adopted three to be siblings of her own son. Jackson and her son both suffer from asthma and allergies, and her son also suffers from cerebral palsy which in itself calls for special needs to be met.

"(Ms. Jackson) is a marvelous person," Garcia said. "She has given so much and we feel its time she is recognized for her good deeds and enormous love of life and humanity."

To set all the ceramic tiles on the floor of the Jackson residence, Gulf Tile used LATICRETE® 254 Platinum Multipurpose Thin-Set Mortar. Besides providing superior bond over all suitable substrates, LATICRETE 254 contains Microban® antimicrobial protection, which inhibits the growth of stain causing bacteria, mold and mildew. LATICRETE 254 Platinum is also GREENGUARD® Certified for low-VOC emitting interior products by the GREENGUARD Environmental Institute.

LATICRETE also donated the grout for all of the floor tiles in the house, and Gulf Tile used LATICRETE® 1776 Grout Admix Plus. Mixed with LATICRETE cement grout, 1776 Grout Admix Plus provides a durable grout joint when cured that fights stain causing

bacteria, mold and mildew. GREENGUARD Certified, LATICRETE 1776 Grout Admix Plus meets and exceeds the GREENGUARD standard for low emitting products, providing extra relief for Ms. Jackson and her four children.

To grout the kitchen backsplash, Gulf Tile chose LATICRETE® SpectraLOCK™ PRO Grout. GREENGUARD Certified, LATICRETE SpectraLOCK PRO contains Microban antimicrobial protection, inhibiting the growth of stain causing bacteria, mold and mildew, and requires no additives for walls and narrow joints. SpectraLOCK PRO delivers perfect color uniformity, and will not discolor from neutral household cleaners. LATICRETE SpectraLOCK PRO meets ANSI A118.3 standards, and is a component of the LATICRETE Lifetime Residential Warranty.

“LATICRETE is proud to support such a worthy cause and a humanitarian like Ms. Jackson,” said Sean Boyle, LATICRETE’s Director of Business. “Gulf Tile has been a loyal LATICRETE distributor for many years, and donating our setting materials and grout to help them achieve this ambitious goal was something we felt strongly about doing.”

LATICRETE International is a global leader in the manufacturing of tile and stone installation systems, known and trusted for industry leading innovation and expertise. For in-depth technical support and answers to your installation or application questions call toll free: (800) 243-4788 ext 235, or outside the USA: (203) 393-0010, ext 235.800-243-4788 in the USA or (203) 393-0010 from anywhere in the world. E-mail: [support@laticrete.com](mailto:support@laticrete.com). Comprehensive LATICRETE and industry information can be found on the web at: [www.laticrete.com](http://www.laticrete.com) LATICRETE® is a registered trademark of LATICRETE International, Inc.