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For Immediate Release
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LATICRETE HOLDS TIGHT THROUGH WILMA

The performance of LATICRETE's extensive line of tile and stone installation systems was tested under extreme duress this past hurricane season - and passed with flying colors. This November, after six trying months, Robert Scavone Jr. and his Florida-based company, Total Flooring Contractors, Inc., put the finishing touches on a massive 27-acre project in Palm Beach Gardens, Florida.

The tile work was spread over 12 buildings and covered sixty-five thousand square feet of wainscot walls, vertical facades and columns (some as high as 60 feet), and was installed with a wide range of LATICRETE's high-performance products. In October, Hurricane Wilma unleashed its fury on the Downtown at the Gardens project, and while much of the surrounding area suffered extensive damage, Total Flooring Contractors' installation using LATICRETE materials stood up to the high winds and accompanying rains. In fact, the only damage was a few chipped tiles caused by airborne debris.

"We were really pleased with the performance of the installation," Scavone, Jr. said, "which was about 90 percent complete at the time Hurricane Wilma came through. There was no significant damage, which proved to us and our customer that this installation was going to endure future hurricane seasons."

All of the substrates that were tiled received LATICRETE® 9235 Waterproofing Membrane (1,500 pails), which doubles as an anti-fracture membrane and inhibits staining, mold and mildew in the membrane with Microban® antimicrobial protection.

Tile was installed using more than 1,300 bags of LATICRETE® 254 Platinum Multipurpose Thin-Set Mortar.

The grout selected was LATICRETE® (1500 Series) Tri-Poly Sanded Grout, a premium factory prepared cement grout formulated from a blend of high strength Portland cement, graded aggregates, polymers and color-fast pigments, which provided the Downtown at the Gardens with dense, hard and durable grout joints.

In the final step, the massive Palm Beach Gardens project was caulked with LATICRETE® Latasil Tile and Stone Sealant, a 100% silicone sealant designed for durability and long life, especially in wet areas.

“LATICRETE is proud of all of our products,” said Sean Boyle, LATICRETE’s Director, Business Development. “I think the Palm Beach Gardens project is a great example of how when properly installed, LATICRETE’s products will stand the test of time and almost any weather conditions.”

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 additional information in the USA contact LATICRETE toll free: (800) 243-4788 ext 235, or outside the USA: (203) 393-0010, ext 235. For in-depth technical support and answers to your installation or application questions call toll free: (800) 243-4788 in the USA or (203) 393-0010 from anywhere in the world. For literature 24 hours a day call toll free (800)-359-3297 in the USA, Outside the USA, (203) 393-0015 ext. 360. E-mail: support@laticrete.com. Comprehensive LATICRETE and industry information can be found on the web at: www.laticrete.com LATICRETE® is a registered trademark of LATICRETE International, Inc.