

For Immediate Release
Contact: publicity@laticrete.com

DAZZLE HELPS IN HURRICANE

When Hurricane Charley hit Florida in August 2004 it caused extensive power outages all across the state. One of those who lost power was teacher and amateur mosaicist Chris Carey.

“During the hurricane, I was sitting in my work room getting ready to light a candle, when something caught my eye,” said Carey. “When I turned, all the mosaic fish on the wall were glowing! It was certainly the most delightful thing that happened during the hurricane.”

Carey had been creating mosaic fish for a wall on her porch and they were hanging on the walls of her home office waiting for their new home. On several of the fish, she used LATICRETE® SpectraLOCK™ Grout with the glow-in-the-dark Glow Dazzle component.

“The package information said to make sure the grout had several hours of full sun so it would glow,” Carey said. “I have lots of trees and the only place on my property that gets direct sunlight is on my roof. So I figured I wasn’t going to get much result from my grout experiment.

“Yet even without hours of direct sunlight it works wonderfully!”

It was not by chance that Carey chose LATICRETE SpectraLOCK. Carey has done a number of mosaics in the past using a program called TileCreator from

Mosaic Tile Group. The software allows a person to create a mosaic tile design and then shows them how to assemble their design. She was introduced to SpectraLOCK Dazzle through that.

“When we developed the software, we made SpectraLOCK the sole grout that could be used within the program,” said Andrew Simmons, president of Mosaic Tile Group. “Our folks here only know one company to recommend when it comes to tile installation products: Laticrete.”

LATICRETE SpectraLOCK Grout is offered in a color palette utilizing 40 lifestyle colors and five Dazzle options – yielding more than 200 unique combinations. Dazzle is an exciting new look that includes metallics, mother-of-pearl, and glow-in-the-dark components that can be blended with LATICRETE SpectraLOCK Grout to produce the most unique effects.

According to Simmons, the TileCreator software was very popular from the beginning, but his customers were having trouble. “After we had our software out on the market for about six months, we started getting phone calls from people who were unable to purchase the exact amount of tile they needed to use within their project, since it is sold only by the sheet, 225 tiles to a sheet,” he said. “they asked us who we could recommend and since there was no one at the time, we got into the tile business.”

The company now runs a website called www.MosaicTile.com which caters to mosaic tile buyers who can buy as little as one tile if they wish. The site also features LATICRETE products and that is where Cary purchased Glow Dazzle.

And when another hurricane hits? “At least I’ll have some company in the dark,” Cary said.

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