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National Floor Trends

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p. 14 *NFT* Market Trends Study:
The Residential Segment

p. 22 Q: How do you sell to women?
A: One at a time.

p. 26 Carpet Cushion:
New entries may pad profits

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A **bnp** PUBLICATION
media

Chicago's "Best New Building" Fortified by Laticrete



Chicago's new
Sofitel hotel.

Voted the “best new building in Chicago in the last ten years” by a group of local architects, the Sofitel hotel was built using tile and stone setting materials manufactured by Laticrete International Inc. Bourbon Tile of Buffalo Grove, Ill. selected Laticrete 9235, a thin, load bearing waterproofing membrane to help insure no leaks in the 415 guest rooms. It also used the company’s multipurpose thin-set Mortar and fortified grout.