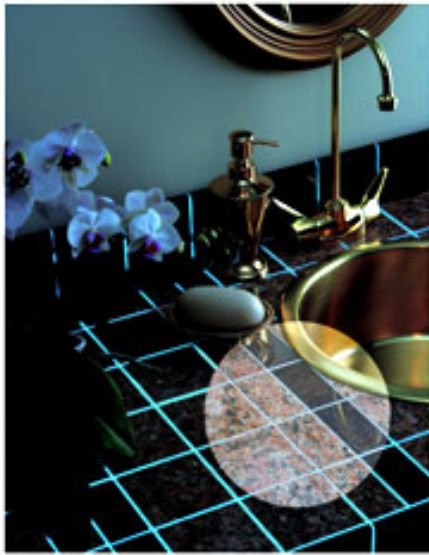


# What's New?

## Press Releases and Newsletters

**Release Date:**  
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### LATICRETE INTRODUCES STONE INSTALLATION SOLUTIONS

The use of natural stone in both interior and exterior applications continues to rise at dramatic rates. Between 2001 and 2002 there was an increase in stone use of more than 13% and stone use is up more than 40% since 1999. Driven primarily by lower costs per square foot and increased design options, commercial usage has soared for exteriors and interior applications. In addition, stone's use in residential applications is outpacing even ceramic tile as high-end residential homeowners are attracted to the unique look and durability stone has to offer. The demand for porcelain tile also continues to rise at even a greater rate for all uses on walls, floors and for exterior applications.

The increased use of stone and porcelain combined with increasingly difficult applications requires high performing dependable systems. The LATICRETE system will work in these challenging environments without fail, at an affordable cost and with the installers needs in mind. Crack suppression, waterproofing and bond strength are among the most important performance criteria for stone installations. This is why LATICRETE has created the Stone Installations Solutions® System.

The Stone Solutions System features:

The revolutionary high strength construction epoxy adhesive designed to permanently adhere stone veneers and large format ceramic and porcelain tiles for both exterior and interior vertical applications. LATAPOXY 310 Stone Adhesive can dramatically increase productivity and reduce labor expense.

The LATAPOXY 310 Cordless Mixer is an exclusive dual component cordless mixer that quickly and easily dispenses LATAPOXY 310 Stone Adhesive. In addition, the Stone Solutions System features a variety of thin-bed adhesives designed for virtually all ceramic tile and stone installations for both commercial and residential applications. Equipped with Microban® anti-microbial protection, these thin-sets inhibit the growth of stain causing mold and mildew.

LATICRETE Thick Bed Installation Systems are suitable for interior applications wherever a traditional mortar bed is required under ceramic tile. They also include a fortified dry-set mortar specifically formulated to provide a one-step installation for large format ceramic tile, marble and stone, including ungauged tiles or installing tiles on rough surface.

LATICRETE underlayments for the stone program feature self-leveling from feather edge to 1"(25mm) thickness in a single pour.

LATICRETE Waterproofing and Anti-Fracture Membranes are ideal for any area

subjected to continuous submersion such as pools, spas and roman tubs protect against cracking or by using inferior crack suppression products. Stone can be directly bonded to these thin, load-bearing membranes for either interior or exterior applications.

Stone Solutions features LATICRETE SpectraLOCK™ grout: as easy to install as cement grout, yet with the performance and stain resistance of epoxy, SpectraLOCK provides vibrant and consistent color - no shading, blotching or cracking. Easy to maintain, always cleans the original color, SpectraLOCK is the ultimate grout to match the beauty of Stone.

In addition, LATICRETE offers cementitious grout that will inhibit the growth of stain causing mold and mildew with Microban anti-microbial protection and a high-performance 100% silicone sealant for treating joints on interior or exterior applications.

LATICRETE International is a global leader in the manufacture of environmentally responsible tile and stone installation systems. Produced and available in major population centers worldwide, the LATICRETE brand is known, respected and trusted for industry leading innovation and superior technical support. Comprehensive LATICRETE and industry information can be found at: [www.laticrete.com](http://www.laticrete.com). For additional information and answers to your unique installation or application questions contact [support@laticrete.com](mailto:support@laticrete.com) or (800) 243-4788 ext 235 (in USA), or (203) 393-0010, ext 235 (outside USA). LATICRETE® is a registered trademark of LATICRETE International, Inc.