



February 2020

Dear LATICRETE MVP,

LATICRETE, the industry leader in innovative high-performance solutions is pleased to introduce two new products, 3701 Lite Mortar and 3701 Lite Mortar R (Rapid).

3701 Lite Mortar and 3701 Lite Mortar R have carefully selected polymers, Portland cement and lightweight aggregates. This formula contains no respirable crystalline silica and does not require the use of a latex admixture, only water. Both have excellent performance in vertical and overhead applications, perfect for concrete repairs or wall renders.

At only 30 lbs. (13.6 kg), 3701 Lite Mortar and 3701 Lite Mortar R bags are half the weight of a conventional mortars yet offer the **same** amount of coverage as 60 lbs. (27.2 kg). The lightweight feature means that it is both easier to transport and easier to handle on the jobsite. Which make it ideal for tight locations such as bathrooms, were mortar beds would be applied.

Both products provide your customer with all these features and benefits:

- Lightweight so it is easier to transport and offers the same coverage as a standard bag of mortar
- Excellent adhesion on vertical and overhead applications and it can be applied up to ¾" (19 mm) depth
- Contains no respirable crystalline silica for improved installer safety
- Freeze/thaw stable so it is perfect for interior and exterior applications
- Versatile formula allows for use in multiple applications like renders, repairs or as a mortar bed
- Rapid cures formula allows for quicker installation with faster dry times (between 1.5-2 hours)

Please contact your local LATICRETE Technical Sales Representative for a sample of 3701 Lite Mortar and 3701 Lite Mortar R!

These products will be available for shipment now!

We are very excited about the launch of this latest addition to the LATICRETE® product line and hope you are as well. If you have any questions, please contact me or your LATICRETE® Technical Sales Representative, 1-800-243-4788, ext. 1235. Thank you again for supporting LATICRETE!

Regards,

A handwritten signature in black ink, appearing to read "Elvis Torres".

Elvis R. Torres
Product Manager - Concrete Remediation

Globally Proven Construction Solutions