Paya Lebar Quarter

Paya Lebar Quarter, Singapore’s most progressive city precinct located at the heart of the URA’s urban regeneration masterplan for Paya Lebar.

Three world-class office towers offering next generation workspaces, an exclusive 428-unit premier residence, and over 200 retailers with indoor and alfresco dining experiences sit amidst lush green, connected spaces.

This project started in January 2017 and estimated to be completed on the 4th quarter 2020. With S$ 780 million project value, LATICRETE SOUTH EAST ASIA (LSEA) successfully secured approximately S$500K sales revenue with 2 main contractors who are Hexacon Construction Pte Ltd & Kim Seng Heng Engineering Construction Pte Ltd. We completed supplying Tile and Stone Installation Systems (TSIS) products to Hexacon Construction Pte Ltd last year to the offices block plot B & D, we also commenced to supply TSIS products since July 2018 to Kim Seng Heng Engineering Construction Pte Ltd to the residential block plot C.

With Hexacon Construction Pte Ltd, we supplied 325 cementitious adhesive which is a high performance polymer modified, cementitious thin-set adhesive for interior and exterior use, floor and wall installation of all types of ceramic tiles and natural stones over concrete and variety of substrates. 3810 thin set mortar additive to mix with 211 Crete filler powder for installing ceramic tile, natural stone and porcelain tile to achieve a better flexible and stronger adhesion over concrete, masonry, brick wall and a variety of substrates. 1600 Tri-Poly fortified unsanded grout which is a blend of high strength Portland cement, graded aggregates, polymers and color-fast pigments that enable to provide a grout joint that is dense, hard and durable. We have committed to supply products to the ongoing projects to Kim Seng Heng Engineering Construction Pte Ltd. 4237 thin set mortar additive to mix with 211 Crete filler powder, Stonetech KLENZALL™ cleaner, Stonetech restore cleaner and LATASIL™ 9118 primer.

To supply Prefabricated Bathroom Unit (PBU) system under Kim Seng Heng Engineering Construction Pte Ltd is another milestone for us since 2017. The project was under KSH residential package and LSEA was responsible to supply the PBU systems to TLC Modular Construction (PBU Fabricator) in Vietnam. The products we supplied were: 1600 Tri-Poly fortified unsanded grout, 1776 grout enhancer, 328 flexible adhesive, 4237 thin set mortar additive to mix with 211 Crete filler powder, Stonetech KLENZALL™ cleaner, Stonetech restore cleaner and LATASIL™ 9118 primer.
Exhibitions & Campaigns

March, 2018
VIETBUILD, Vietnam
Mr. Kyle Mah (LSEA SEA Technical Sales Manager) & Mr. Glenn Prince (LATICRETE Asia Flooring Division Regional Manager) participated in this tradeshow to showcase our TSIS System together with Flooring System. The systems presented to the attendees were: Drywall System/ Self-levelling System / Sound Control System/ Tile on Tile Vertical Installation System

November, 2018
Kimly Construction Safety & Quality Campaign
A group of LATICRETE members from different departments gathered together to attend 2 days campaigns which were organized by Kimly Construction

Mr. Lee Cher Theng (LSEA Technical Department Representative) is doing Stellar Grout demonstration to the visitors

Team Members who attended Kimly Campaign on 9th Nov at JTC logistics hub

Appreciation Plaque from Kimly Construction for LSEA participation of their Safety & Quality Campaign

Team gathering for lunch after campaign
Activities & Trainings

November, 2018
LSEA Dinner & Dance
LSEA Annual Dinner & Dance was hosted at Arena Country Club at Jurong. All LATICRETE staffs had a lot of fun and laughter by participating numerous activities and also enjoyed a sumptuous dinner. What a wonderful night!

Everyone looks at the camera and say ‘Cheers’

Mr. Yoni Feldman (Regional Marketing & Product Manager-SEA) was performing an exotic song

October, 2018
LSEA In-house Training
Several groups of LSEA customers came to the premises for the products training (Morning session product knowledge presentation by Mr. Foong Kar Wai (LSEA Technical Services Manager) and afternoon session Product demo training by Mr. Lam Chee Kin (LSEA Technical Representative) & Mr. Lee Cher Theng. (LSEA Technical Representative)
Product Showcase: Guard EA

Description:
Guard EA uses novel hybrid technology to create a two-component polymeric coating that offers excellent UV resistance properties, rapid dry and reduced cure time.

Features:
- Low viscosity, easy-to-apply
- Longer pot life
- Faster return to service
- Good chemical resistance
- Hot/cold tire pick-up resistance
- Durability
- Positive slip resistance applicable
- Excellent UV resistance
- Antimicrobial
- Good mechanical performance

Uses:
- Interior and exterior (floor and wall, new and retrofit project)
- Commercial buildings (school, office building, hospital, stadium)
- Industrial buildings (workshop, factory)

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Upcoming Event: BCI Equinox, 29 March 2019

Date: 29 March 2019
Time: 6.00pm – 10.00pm
Venue: Flower Field Hall @ Gardens by the Bay, Singapore

BCI Equinox is a series of evening boutique exhibitions held across Asia designed to connect architects, interior designers and design specifiers with product suppliers, unlike the larger trade shows and exhibitions, the more intimate and relaxed environment of BCI Equinox means specifiers can easily engage with suppliers and manufacturers over drinks and canapés whilst discovering the latest in new building product innovations.

LSEA will co-brand with Pliteq to promote 3 different systems which incorporate both LATICRETE products as well as Pliteq’s products. The objective is to better promote both companies’ products, increase brand awareness and strengthen 2 companies’ relationship in future. The three systems showcased are as follows:

System 1A: (Wet area, applicable to tiles & stones, masonry works)
1. Concrete Substrate
2. Waterproofing membrane (Hydro Barrier + Anti-Fracture Fabric)
3. Adhesive for Geniemat RST (254 Platinum)
4. Geniemat RST
5. Tile & Stone Adhesive (254 Platinum)
6. Grout (Spectralock Pro Grout)

System 1B: (Wet area, applicable to tiles & stones, masonry works)
1. Concrete Substrate
2. Waterproofing membrane (335WPA)
3. Adhesive for Geniemat RST (335WPA)
4. Geniemat RST
5. Tile & Stone Adhesive (335WPA)
6. Grout (Spectralock Pro Grout)

System 2: (Dry area, applicable to vinyl floor)
1. Concrete substrate
2. Admix & Primer
3. LEVEL/LEVEL Plus (Underlayment4000/7200)