



# Commercial Profit Through Knowledge Training Program

Date

Location

Attendees

Hosted by

## Program Goals

Learn How to Recommend Problem Free Tile and Stone Installation Materials

Learn the LATICRETE Family of Installation Systems

Meet the People of LATICRETE International Inc.



# Commercial Profit Through Knowledge Training Program

<u>Time</u>	<u>Location</u>	<u>Activities</u>	<u>Presenter</u>
9:00 - 9:30	Class Room	<b>Corporate Welcome Program Overview</b> - Administrative Issues - Attendee Introductions - 50-Year History video <b>LATICRETECommercialWelcome.ppt</b>	
9:30 – 10:00	Class Room	<b>Selling Up – The Key To Profitability</b> <b>LATICRETESellingup.ppt</b>	
10:00 – 10:30	Class Room	<b>LATICRETE Commercial Solutions</b> - Commercial Installation Review <b>LATICRETECommercialSolutions.ppt</b>	
10:30 – 10:45		<b>Break</b>	
10:45 – 12:00	Class Room	<b>Qualifying and Properly Preparing Substrates</b> - Industry Standards - Five points to qualify an installation system - Substrate preparation requirements - Floors (concrete slabs and wood frame construction) <b>QualifyingSubstrates.ppt</b>	
12:00 – 1:00	Cafeteria	<b>Lunch</b>	
1:00 – 1:45	Class Room Demo Room	<b>Underlayments</b> - LATICRETE 3701/226 Thick Bed Mortar - LATICRETE 86 Self-Leveling Underlayment Demo - LATICRETE 816 Patch Rapid Underlayment - Bonded and Unbonded Mortar Beds Demo - <b>LATICRETEUnderlayments.ppt</b>	
1:45 – 2:30	Class Room Demo Room	<b>LATICRETE Membranes</b> - LATICRETE Hydro Ban - LATICRETE 9235 Waterproofing Membrane - LATICRETE Blue 92 Anti-Fracture Membrane - LATICRETE 24hr HydroProofing - Competitors Comparison - 9235 and Hydro Ban Hands-on Demonstration <b>LATICRETEMembranes.ppt</b>	
2:30 – 2:45	Cafeteria	<b>Break</b>	



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2:45 – 4:30      Class Room

**Thin-Set Mortars**  
 - LATICRETE 254 Platinum Multipurpose Thin-Set Mortar  
 - LATICRETE 255 MultiMax Multipurpose Thin-Set Mortar  
 - 254 Installation  
**LATICRETEPolymerAdhesives.ppt**

4:30 – 5:00      Class Room

**Review of Day**

Date

Time                      Location                      Activities                      Presenter

9:00 – 9:45      Class Room

**Movement Joints**  
**MovementJoints.ppt**

9:45 – 10:15      Class Room  
 Demo Room

**LATICRETE Latasil Tile and Stone Sealant**  
 - Silicone sealants vs. other materials  
 - Latasil demonstration  
**LATICRETELatasil.ppt**

10:15 – 10:30      Cafeteria

**Break**

10:30 – 11:15      Class Room

**Epoxy Adhesives**  
 - LATAPOXY® 300 Epoxy Adhesives  
 - LATAPOXY 210 Modified Epoxy Adhesive  
 - LATAPOXY 300 Demonstration  
**LATICRETEEpoxyAdhesives.ppt**

11:15 – 12:00      Class Room  
 Demo Room

**Portland Cement Grout**  
 - Portland Cement Grouts  
 - LATICRETE Tri-Poly Fortified Sanded Grout (1500)  
 - LATICRETE Tri-Poly Fortified Unsanded (1600)  
 - LATICRETE 1776 Grout Admix Plus  
 - Hands-On P.C. Grouting  
**LATICRETEPCGrouts.ppt**

12:00 – 1:00      Cafeteria

**Lunch**

1:00 – 2:30      Class Room

**LATAPOXY Grouts**  
 - LATAPOXY 2000 Industrial Epoxy Grout  
 - LATAPOXY SP-100 Stainless Grout for Floors N' Walls  
 - LATICRETE SpectraLOCK™ Pro Grout  
 - LATAPOXY® 2000 Hands-on Demonstration  
 - SpectraLOCK Pro Hands-On Installation  
**LATICRETEEpoxyGrout.ppt**

2:30 – 3:00      Class Room

**Review and Questions**



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The LATICRETE People You Will Meet:  
Program Presenters: