



**For Immediate Release**

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## **Introducing: LATAPOXY<sup>®</sup> 312 Vapor Reduction Membrane**

**January 22, 2008:** LATICRETE, a global leader in the manufacturing of innovative systems for the installation of ceramic tile and stone, announced today the launch of LATAPOXY<sup>®</sup> 312 Vapor Reduction Membrane, a three-component, roller applied, solvent-free epoxy coating, specifically designed to reduce vapor emission from concrete substrates. Ideal for on slab on-grade construction, a continuously applied coating of LATAPOXY 312 Vapor Reduction Membrane will reduce moisture vapor transmission rates from 12 pounds per 1,000 square feet per 24 hours, to below 3 pounds per 1,000 square feet per 24 hours, as tested by ASTM F-1869, the industry standard for measuring moisture vapor transmission.

Easy to install with a paint brush or roller, LATAPOXY 312 Vapor Reduction Membrane is designed for superior adhesion when used in conjunction with LATICRETE self-leveling mortars, membranes and adhesives. As a component of the LATICRETE 10 Year System Warranty\* and the LATICRETE 15 Year Residential Warranty\*, LATAPOXY 312 Vapor Reduction Membrane provides piece of mind for the installation of a variety of floor coverings over the properly prepared concrete substrate, including viny, wood, epoxy, tile, stone and more.

LATICRETE is a global leader in the manufacturing of tile and stone installation systems, known and trusted for industry leading innovation and expertise. For in-depth technical support and answers to your installation or application questions call toll free: (800) 243-4788 ext 235, or outside the USA: (203) 393-0010, ext 235,. E-mail: [support@laticrete.com](mailto:support@laticrete.com). Comprehensive LATICRETE and industry information can be found on the web at: [www.laticrete.com](http://www.laticrete.com). LATICRETE, LATAPOXY, SpectraLOCK and the LATICRETE logo are registered trademarks of LATICRETE International, Inc.

\* See Data Sheets 230.12 and 700.12 for complete warranty information.

### **Innovative Tile and Stone Installation Systems**