



For Immediate Release
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LATICRETE Intros Multi-Use Non-Sag Adhesive Mortar with New Technology



For Immediate Release – Jan. 14, 2010: LATICRETE today announced the launch of LATICRETE® 4-XLT, a new multi-use, polymer fortified adhesive mortar designed to allow for fast and easy installations of large-format tile or stone on walls without sagging, medium-bed installations built up to ¾” (18 mm) without shrinkage and thin-set flooring applications over virtually

any approved substrate. LATICRETE 4-XLT is built on two innovative technological platforms allowing for precise consistency control when mixing and cleaner, dust-free environments, while offering unmatched non-sag and non-slump performance for wall and floor installations of extra large, heavy tile and stone surfaces.

LATICRETE 4-XLT multi-use adhesive mortar represents the first product developed utilizing the new LATICRETE Water Dispersion Technology platform, which enables installers to control the consistency of the mortar dependent on the needs of each specific application. In addition, LATICRETE 4-XLT is also the first product launch incorporated with LATICRETE DUST LOCK™ Technology. This unique manufacturing method introduced by LATICRETE dramatically reduces particle dust when mixing or transporting LATICRETE 4-XLT for cleaner job-sites and warehouses.

“LATICRETE 4-XLT offers everything you need in one bag,” said Ken Barnum, LATICRETE product manager – adhesives & ventures. “It has tremendous non-sag and non-slump performance and can be used in almost any type of installation. LATICRETE 4-XLT is ideal for large-format tile and stone since it doesn’t sag, and it can be built up for medium-bed applications or used as a thin-set. It’s also the first product launch for LATICRETE using a combination of two brand new technology platforms. LATICRETE 4-XLT is our first low-dust offering. And it’s the first product we’ll introduce with LATICRETE Water Dispersion Technology (WDT), which requires far less water to hydrate the cement and provides the ability for more precise consistency in the mix.”

Innovative Tile and Stone Installation Systems

LATICRETE® 4-XLT exceeds ANSI A118.4 and ANSI 118.11 requirements for shear bond strength, and provides peace of mind as a component of the LATICRETE 25 Year System Warranty.

LATICRETE International, Inc. is a family owned business dedicated to innovative, high quality tile and stone installation systems. Based in the USA, the 50-plus year old company is one of the world's leading manufacturers in its field. Its well-known brands, LATICRETE®, LATAPOXY® and SpectraLOCK® are manufactured and sold worldwide. USA/Canada: 1.800.243.4788, outside USA: +1.203.393.0010. www.laticrete.com

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