



For Immediate Release
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LATICRETE Donates to Extreme Makeover: Home Edition - Indianapolis



For Immediate Release: LATICRETE, a global leader in the manufacturing of innovative systems for the installation of tile and stone, donated all the tile installation products for the overwhelmingly popular prime time ABC television program Extreme Makeover: Home Edition – Indianapolis. Hosted by Ty Pennington, the two-hour season finale aired on May 17, 2009, documenting and celebrating a brand new home for Bernard McFarland and his three sons in the

Martindale-Brightwood neighborhood on the city's blue-collar, near northeast side.

LATICRETE contractor sales representative John Holliday directly supplied the new McFarland home with innovative products from the LATICRETE manufacturing facility in Indianapolis. The new home, built by Estridge Homes, features porcelain tile donated by Daltile in the kitchen, backroom, laundry room and mud room, as well as all bathrooms. In addition, Daltile supplied 24" x 24" large-format porcelain tiles which were spot-bonded as a full-wall fireplace surround with LATAPOXY® 310 Rapid Stone Adhesive, quickly applied with the LATAPOXY 310 Cordless Mixer. With only one-week to complete the home, LATAPOXY 310 Rapid Stone Adhesive, with its remarkable bond strength and five to seven minute cure time, sped-up the installation of the fireplace surround and allowed much quicker access for the other trades involved in the Indianapolis episode of Extreme Makeover: Home Edition.

LATICRETE MVP (Most Valued Partner), Tremain Tile, Marble & Granite, family-owned since 1921, provided the crew that installed all of the tiles throughout the house with the donated LATICRETE® products. The porcelain tiled floors and bathroom walls were set with LATICRETE 254R Platinum Rapid, a one-step, polymer fortified multipurpose thin-set adhesive, selected for its fast cure formula, performance and versatility.



To grout all of the tiles, including the fireplace surround, Tremain Tile, Marble & Granite used LATICRETE PermaColor™ Grout at Bernard McFarland's new home for his three sons. LATICRETE PermaColor Grout is quickly becoming one of the premier cement-based grouts in the tile and stone industry with its long list of benefits for both the contractor and customer. GREENGUARD® certified and Kevlar® reinforced, LATICRETE PermaColor Grout offers the maximum performance available in a cement-based grout with long-lasting, consistent color. LATICRETE PermaColor Grout is ideal for both floors and walls, which means only one product to carry and mix at the jobsite.

The Emmy award winning reality program "Extreme Makeover: Home Edition," now in its 7th season, is produced by Endemol USA, a division of Endemol Holding. It's executive-produced by Anthony Dominici. David Goldberg is Chairman, Endemol North America. The show airs Sundays from 8:00-9:00 p.m., ET on ABC.

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. It's 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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