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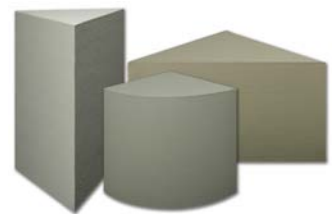
LATICRETE® Hydro Ban™ System includes Pre-Sloped Shower Pans, Pre-Formed Seats & Niches



Jan 12, 2012: LATICRETE, a global manufacturer and leader of premium installation and finishing systems for the building industry has brought to market LATICRETE® Hydro Ban™ Pre-Sloped Shower Pans, Pre-Formed Seats and Pre-Formed Niches. These are components of the expanded Hydro Ban line of waterproofing products that allow for top quality, highly expedient shower installations. Constructed of lightweight high-density polystyrene, each component is equipped with a code-approved waterproof coating, which may be tiled over immediately upon installation.

Hydro Ban Pre-Sloped Shower Pans eliminate the need for traditional "mud bed installations" and come equipped with a factory-installed drain assembly saving contractors valuable time during installation. Additionally, these drains can easily be modified on-site to adjust for any measurement variations. Lightweight, durable and code-approved, the LATICRETE Hydro Ban Shower System is backed by an available lifetime warranty providing both peace of mind and insurance of installation.

"Waterproofing is becoming more and more of a focal issue within the tile installation process," stated Sean Boyle, LATICRETE Marketing and Product Development Director. "We've successfully addressed that issue with LATICRETE Hydro Ban Waterproofing membrane. Now, we're taking this process to the next level with our waterproof shower pans, seats and niches. The end-user no longer has to worry about water problems after his or her shower tile installation. Now, that same person can have a comfortable and beautiful spa-like shower complete with built-in seating and a recessed soap & shower niche."



LATICRETE International, Inc. is a US-based, family-owned global manufacturer and leader of premium installation and finishing systems for the building industry. LATICRETE® products are produced and distributed worldwide in the commercial and consumer channels. The company's philosophy of innovation and technical expertise has led to an unparalleled

Innovative Tile and Stone Installation Systems

reputation and commitment to superior quality, performance and customer service. Manufactured in state-of-the-art ISO 9001:2008 certified facilities, LATICRETE offers a broad product portfolio including an extensive line of low VOC sustainable products independently certified by GREENGUARD. LATICRETE®, LATAPOXY®, SpectraLOCK®, Hydro Ban® and DRYTEK® are registered brands of LATICRETE International, Inc. *Corporate Website:* www.laticrete.com.

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