



For Immediate Release
Additional information contact:
Eric Carson or Ron Treister
epc@communicatorsintl.com
207-828-8050 x 101

Introducing New Cost-Effective LATICRETE® Hydro Barrier™



August 10, 2009: LATICRETE, a global leader in the manufacturing of innovative systems for the installation of tile and stone, has launched a new cost-effective waterproofing and anti-fracture membrane for fast and profitable interior or exterior applications over virtually any substrate. LATICRETE® Hydro Barrier™ is a thin, load-bearing, self-curing liquid rubber polymer that can be easily applied for flexible, seamless waterproofing and anti-fracture protection up to the industry standard of 1/8" (3 mm). Building code compliant across the country

with approval from IAPMO for use as a shower pan liner, LATICRETE Hydro Barrier speeds up installations by not requiring fabric in the field, and can be flood tested in just 24 hours† after curing. Certified by GREENGUARD for Children & Schools, LATICRETE Hydro Barrier has a load-bearing "Extra Heavy" service rating per ASTM C627 (TCNA) for any application requiring waterproofing protection.

LATICRETE Hydro Barrier is a time and labor-saving solution for economical tile and stone installations in any wet area or continuous submersion application. Easily applied with a paint roller, brush or airless sprayer, LATICRETE Hydro Barrier meets or exceeds ANSI A118.10 and A118.12 for waterproofing and crack isolation requirements, and inhibits the growth of mold and mildew in the membrane with Microban® antimicrobial product protection. Easy to clean up with just a sponge and clean water, LATICRETE Hydro Barrier is the ideal product for cost-effective waterproofing and anti-fracture protection in commercial, industrial or residential bathrooms and laundry rooms, swimming pools, fountains, water features, shower pans, spas, tub surrounds, steam rooms, hot tubs, counter tops, facades, kitchens, food processing areas, terraces, and balconies over unoccupied spaces. Backed by the LATICRETE 5 Year Warranty[^], LATICRETE Hydro Barrier is packaged by full unit in a 3.5 US gallon (13.2 liter) pail and is suitable for use over virtually any suitable substrate including concrete, cement mortar beds, backer board and plaster, concrete and brick masonry, interior applications over exterior glue plywood and

Innovative Tile and Stone Installation Systems

gypsum wallboard, as well as existing ceramic tile and stone and cement terrazzo if skim-coated with LATICRETE thin-set. For exterior cement backer board installations consult the manufacturer for specific installation recommendations and to verify acceptability for exterior use.

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.

^ See data sheet 230.05 for complete warranty information

† LATICRETE Hydro Barrier can be flood tested in just 24 hours when the waterproofing membrane is cured and the substrate is 70° F (21° C) and 50 percent RH or greater for 24 hours. The 24-hour period starts when the LATICRETE Hydro Barrier color has changed from a light blue to a darker blue indicating a cured membrane. If the substrate and air temperature are lower than 70° F (21° C) and 50 percent, flood testing can not be performed until the LATICRETE Hydro Barrier color has changed from a light blue to darker blue and 72 hours has lapsed.

###

