



For Immediate Release
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LATICRETE Products for Houston Skyscraper's New Granite Patio



April 20, 2010: LATICRETE, a global leader in the manufacturing of innovative systems for the installation of tile and stone, provided American Stone Company of Texas with a full system of materials to transform a grass and tree covered area to a 35,000 square foot granite patio at one entrance of the 40-story KBR Tower at the Cullen Center Complex in downtown Houston. The LATICRETE materials for this project were locally supplied through Daltille of Houston.

American Stone Company installed 12" x 24" granite tiles over a concrete substrate with LATICRETE® 9235 Waterproofing Membrane, LATICRETE 3701 Fortified Mortar Bed, LATICRETE 254 Platinum thin-set and LATICRETE PermaColor Grout™, creating an attractive new patio for the 37 year old skyscraper that blends in perfectly with its existing materials.

The first step in transforming the grass area to a new granite patio or atrium was to roller apply LATICRETE 9235 Waterproofing Membrane onto the concrete substrate. The liquid applied membrane provides waterproofing and anti-fracture protection to inhibit the growth of mold and mildew, and will work to prevent any lippage between the granite tiles by suppressing cracks in the concrete up to 1/8" (3 mm). LATICRETE 3701 Fortified Mortar Bed, a one-step, pre-mixed polymer-fortified mortar that does not require any job site blending of powders or latex additives was simply mixed with water and installed for an exceptionally strong and durable mortar bed. American Stone Company then back-buttered each granite tile with LATICRETE 254 Platinum thin-set and placed them in a slurry bond coat of the same multipurpose adhesive. The final step was accomplished with LATICRETE PermaColor Grout, an exceptional cement-based grout offering unmatched color consistency and performance. LATICRETE PermaColor Grout mixes on-site with water and provides superior protection against staining in the grout joint with Microban® antimicrobial protection to inhibit the growth of mold and mildew. LATICRETE®

Innovative Tile and Stone Installation Systems

PermaColor Grout is ideal for both floors and walls on interior or exterior tiling projects with grout joint widths ranging from 1/16" to 1/2" (1.5 mm to 12 mm).

American Stone Company of Texas was founded in 1993 with a long-standing commitment to customer service. The company prides itself on keeping up with cutting-edge construction trends, strong communication and innovative practices on each project. The American Stone Company team consists of highly trained and qualified professionals at all levels. With expertise in natural stone surfaces, terrazzo, ceramic and porcelain tile installations, the American Stone Company has a long resume that spans multiple project types including institutional, hospitality, retail, commercial, tenant improvements and high-end residential.

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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