



FOR IMMEDIATE RELEASE
For additional information contact:
Ron Treister
rlt@communicatorsintl.com
207-828-8050

LATICRETE® Hydro Ban® Flange Drains to Debut at Surfaces 2012



Jan 15, 2012: LATICRETE, a global manufacturer and leader of premium installation and finishing systems for the building industry, has developed the LATICRETE® Hydro Ban® Flange Drain and the LATICRETE Hydro Ban Flange Tile Drain, which together will debut at Surfaces 2012 in Las Vegas, NV January 23 - 26. Both products are low-profile floor drains which have been specifically designed for bonded waterproofing installations using LATICRETE Hydro Ban waterproofing membrane. When installed in a shower, LATICRETE Hydro Ban Flange Drains eliminate the pre-slope and primary shower pan liner according to TCNA B422.

Crafted of precision, heavy-duty stainless steel with a choice of brushed or polished surface, these "made in the USA" drains are scratch and wear resistant. The "Tile-in Grate" option allows for an "invisible" drain by accepting surrounding tile right into the drain grate's housing, therefore offering creative tile design opportunities.

"Our flange drains have an assembly which allows for greater adjustment of the top drain to compensate for size variations on site. Clearly, this improves tile installation speed," stated Sean Boyle, LATICRETE Marketing and Product Development Director. "They provide tile contractors greater flexibility on any installation, saving on labor time and eliminating the need for multiple components. Additionally," continued Boyle, "LATICRETE Hydro Ban Flange Drain and the LATICRETE Hydro Ban Flange Tile Drain work in perfect harmony with LATICRETE tile and stone installation materials as components of the globally acknowledged and accepted LATICRETE Lifetime Warranty."

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 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.

###