



**For Immediate Release**  
Additional information contact:  
Eric Carson or Ron Treister  
[epc@communicatorsintl.com](mailto:epc@communicatorsintl.com)  
+1.207.828.8050 x 101

## LATICRETE MVIS System Donated for Extreme Makeover: Home Edition



**March 29, 2011:** LATICRETE, a global leader in the manufacturing of innovative systems for the installation of tile and stone, was pleased to donate the LATICRETE® MVIS™ system of products to help out the Brown family from Wellman, Texas, for a special episode of Extreme Makeover: Home Edition focused on raising awareness with teens on the dangers of texting while driving. The hit reality show, now in its

seventh season starring Ty Pennington, featured special guest in Hollywood starlet Emma Brown (*Harry Potter*), NASCAR star Carl Edwards and Canadian pop sensation Justin Bieber, all in an effort to draw attention to the dangers of texting while driving. The focused on Johnnie Mac and Jeanne Brown, who tragically lost their beautiful, energetic daughter Alex, while the 17 year old high school senior was texting with friends on her short drive to school.

Palm Harbor Homes in Fort Worth, TX, a leading manufacturer of custom modular homes, worked with the Daltile Fort Worth Stone Center and LATICRETE, deciding to specify a random, drystack pattern of Daltile engineered thin-stone tiles for the exterior veneer of the front of the home, along with three other sections on the property to continue the design theme. LATICRETE also rose to the occasion and donated all of the necessary materials for the direct adhered masonry veneer exterior façade installation for the Brown family's new "Hacienda" style home from Palm Harbor.



### Innovative Tile and Stone Installation Systems

With the increase in the popularity of direct adhered thin-stone masonry veneer facades, LATICRETE addressed the industry-wide need for a suitable system of products and detailed specification with the LATICRETE® MVIS™ installation system. Engineered as an advanced, complete wall system, the LATICRETE MVIS products were used to direct adhere the random drystack pattern of engineered thin-stone tiles in varying sizes from Daltile's Forth Worth location. Using the stone tiles ranging in size from 1 ½" x 12" to 6" x 6", volunteer masons used the LATICRETE MVIS specification for the 200 square foot exterior entrance to the house, a smaller interior section on the other side of entrance, as well as the protruding dining room exterior veneer in the back of the house. The LATICRETE MVIS application was also used for the 2 ½' water table set around the base of the garage with the same series of Daltile thin-stone tiles in random sizes. The LATICRETE MVIS system was installed at Palm Harbor Homes in Forth Worth, loaded onto the back of a flatbed truck and driven all the way to Wellman, near Lubbock, TX. Once the 41' x 60' custom modular home arrived some 300 miles later, it was then swung into place via crane on-site.

"The LATICRETE MVIS system was amazing," said Adam Holman, assistant production manager at Palm Harbor Homes. "We installed the stones here and drove it a good 200 miles, then had it crane set when we got there. We didn't have one stone come loose. I thought that was pretty amazing."

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](http://www.laticrete.com).

###

