



**For Immediate Release**  
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## **New Single-Component Formula for LATICRETE 125 Sound & Crack Adhesive**



**For Immediate Release – Jan. 14, 2010:** LATICRETE announced today the launch of a new and improved version of LATICRETE® 125 Sound & Crack Adhesive, now with a single-component formula requiring just the addition of water to produce a lightweight, flexible sound and crack adhesive mortar in one simple step. LATICRETE 125 Sound & Crack

Adhesive has been independently tested and proven to exceed all industry standards for sound control and anti-fracture performance, and its new polymer-fortified, single-component formula further increases productivity for time- and labor-saving installations of tile and stone surfaces.

The ultimate one-step, single-component replacement for costly, time-consuming membrane or mat systems, LATICRETE 125 Sound & Crack Adhesive provides a ΔIIC rating of 15 for sound deadening performance as tested to ASTM E2179 and ASTM E492, and exceeds ANSI A118.12 specifications for crack isolation requirements of 1/8" (3 mm) over approved substrates. LATICRETE 125 Sound & Crack Adhesive is rated "EXTRA HEAVY" per Robinson Floor Test ASTM C627. Reinforced with Kevlar® for added strength, LATICRETE 125 Sound & Crack Adhesive features lightweight technology for superior workability and is ideal for thin-bed or medium-bed applications of tile and stone.

"LATICRETE has eliminated the liquid latex additive and the large, bulky packaging of LATICRETE 125 Sound & Crack Adhesive by adding a dry polymer to the mix," said Jay Conrod, LATICRETE product manager. "The product retains all the same performance characteristics with the convenience of being able to just open the bag and mix in water. This helps reduce the labor cost and time spent on each job."

### **Innovative Tile and Stone Installation Systems**

The new single component, easy to store and transport LATICRETE® 125 Sound & Crack Adhesive contains 30% post-consumer recycled materials and can contribute to projects seeking LEED distinction with certification from the GREENGUARD Institute. LATICRETE 125 Sound & Crack Adhesive contains Microban® antimicrobial product protection to inhibit the growth of mold and mildew in the mortar and provides peace of mind as a component of the LATICRETE 25 Year System Warranty\*.

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. Its 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)

\* See Data Sheet 025.0 for complete warranty information.

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