



For Immediate Release
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LATICRETE Made in the USA Products for New Dallas Cowboys Stadium



April 15, 2010: LATICRETE, a global leader in the manufacturing of innovative systems for the installation of tile and stone, was specified by HKS Sports & Entertainment Group for all three primary tile installation packages for New Dallas Cowboys Stadium in Arlington, Texas. LATICRETE manufactures products at seven different strategic locations in the U.S., and supplied the materials for the new stadium for “America’s Team” from nearby Grand Prairie, Dallas County. The LATICRETE facility in Texas is just six miles away from what is now the largest pro football venue in the U.S.

The revolutionary fast-cure waterproofing and anti-fracture membrane LATICRETE® Hydro Ban™ was a key component in the spec for the wet areas of the stadium including all five locker rooms. LATICRETE Hydro Ban is a thin, liquid applied membrane that does not require the use of fabric in the field, coves or corners, and bonds directly to PVC and metal plumbing fixtures for dramatic time and labor savings. The specified adhesive was LATICRETE 255 MultiMax™, a premium multipurpose adhesive mortar reinforced with Kevlar® for superior bond strength and unmatched non-sag, non-slump properties for interior and exterior floor and wall installations. The high-end luxury suites were grouted with LATICRETE PermaColor™ Grout, offering unmatched color consistency and performance in a cement-based grout product. The rest of the porcelain, stone and glass tiles in New Dallas Cowboys Stadium were grouted with LATICRETE 1500 Sanded Grout fortified with LATICRETE 1776 Grout Enhancer. For larger sections of the stadium including the 38 expansive public restrooms, LATICRETE 86 LatiLevel™ was used to create a smooth and level base for 12” x 12” porcelain field tiles.



Innovative Tile and Stone Installation Systems



The three tile installation packages were awarded to All Commercial Floors from Grand Prairie, Texas, which completed the “luxury suites” package with LATICRETE® products. The Dallas-based Modern Tile Co. was contracted for the “club” package, and Texas Tile & Stone out of Carrollton, Texas, was awarded the “back of the house” package. All totaled, nearly 150,000 square feet

of porcelain, stone and glass tiles were installed with LATICRETE materials at the new stadium.

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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