



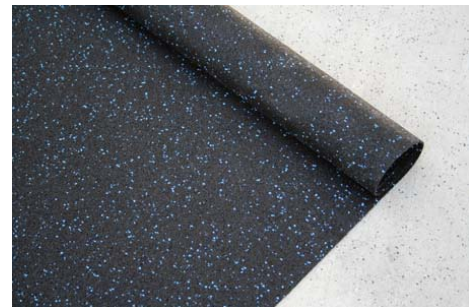
For Immediate Release  
Additional information contact:  
Eric Carson or Ron Treister  
[epc@communicatorsintl.com](mailto:epc@communicatorsintl.com)  
+1.207.828.8050

## Editors Agree: LATICRETE Sound & Crack Mat One of Best New Products for 2009



*September 18, 2009:* The editorial staff of Reed Business Information's Professional Builder and Professional Remodeler magazine's have selected the LATICRETE® 170 Sound & Crack Isolation Mat as one of the "100 Best New Products" of 2009 in its annual Buyers' Guide published each September.

LATICRETE® 170 Sound & Crack Isolation Mat, a high performance, 1/8" (3 mm) thick underlayment membrane provides exceptional sound reduction while simultaneously providing anti-fracture protection for tile or stone installations. Comprised of 89 percent post-consumer recycled content for projects seeking LEED certification, LATICRETE 170 Sound & Crack Isolation Mat is specifically designed to be used in conjunction with LATICRETE installation materials, and is ideal for hotel, office, condominium and other applications requiring sound control or crack isolation protection. LATICRETE 170 Sound & Crack Isolation Mat provides maximum sound protection over concrete slabs, with a Delta IIC of 20 per ASTM E2179 and Delta IIC of 65 per ASTM E492/E989\*\*\*. This durable underlayment for interior floor installations of tile, marble, stone and brick allows for use in light commercial applications with ASTM C627 – "Light" Robinson Floor Rating. Suitable substrates include concrete, mortar beds, exterior glue plywood, cement backer board, cement terrazzo and cement tile or stone subfloors.



Established in 1936, Professional Builder is published 14 times annually, dedicated to serving the information needs of the housing and light construction marketplace with an audited circulation of 125, 286. Professional Remodeler, launched by Reed Business Information in 1997, delivers business management information to Innovative Tile and Stone Installation Systems

residential, commercial and general contractors. Professional Remodeler focuses on remodeling contractors that have been in business for at least three years produce more than \$500,000 in annual volume. Since its inception, the magazine has garnered over 40 awards for editorial excellence.

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).

\*\*\* ICC and ΔICC Ratings based on independent laboratory tests. Complete test reports available upon request.

#####

