



**For Immediate Release**  
Additional information contact:  
Eric Carson or Ron Treister  
[epc@communicatorsintl.com](mailto:epc@communicatorsintl.com)  
207-828-8050 x 101

## LATICRETE Announces New, Simplified Warranty Program



*June 29, 2009:* LATICRETE, a global leader in the manufacturing of innovative systems for the installation of tile and stone, has announced the launch of a newly enhanced warranty program that simplifies the wide array of warranties currently offered on LATICRETE products for architects, specifiers and tile contractors. The simplified comprehensive tile and stone installation system warranties are customized to meet the needs of LATICRETE customers for both residential and commercial tile and stone projects, offering system warranties that cover 100 percent of labor and materials. The following LATICRETE corporate system warranties are now in place for North America and can be found at [www.laticrete.com](http://www.laticrete.com) under the "Contractors" header by clicking on the "Warranties" link: LATICRETE® 5 Year System Warranty, LATICRETE 10 Year System Warranty for Steel or Wood Framed Exterior Facades, LATICRETE 25 Year System Warranty, and the LATICRETE Lifetime System Warranty.

The simplified LATICRETE 100 percent labor and materials warranties were underwritten by an AAA rated global insurance company and are customized to suit specific project requirements. Architects, engineers and developers can trust in the products, global experience, and worldwide technical support offered by LATICRETE. Green projects or projects seeking LEED certification can select from the entire range of GREENGUARD certified LATICRETE products, which contribute points towards LEED EQ 4.1 for healthy indoor air, LEED MR 4.1 for products containing post consumer recycled content, or benefit from the strategically located LATICRETE manufacturing facilities under LEED MR 5.1. With single-source responsibility and the most comprehensive range of tile and stone installation materials available, LATICRETE products and detailed specifications can easily be sourced through the LATICRETE Architectural Guidebook ([www.laticrete.com/ag](http://www.laticrete.com/ag)). LATICRETE also provides project specification and design assistance with BIM compliant details.

### Innovative Tile and Stone Installation Systems

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).

###

