



For Immediate Release
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LATICRETE Architectural Binder Goes Green, Now Exclusively Web-Based



May 19, 2010: LATICRETE, a global leader in the manufacturing of innovative systems for the installation of tile and stone, has announced today the launch of the LATICRETE® Electronic Architectural Binder under the Architects section at www.laticrete.com. Visitors can quickly and easily obtain online access to download, print, share or use a complete range of LATICRETE architectural marketing tools and services designed to revolutionize the process of specifying tile and stone installation systems. The web-based LATICRETE Online Architectural Binder offers a comprehensive, one-stop resource tool for designers and specification professionals to quickly find

LATICRETE product systems, LEED information, GREENGUARD certificates, architectural details, installation guidelines, design manuals, and industry-leading warranty programs. In addition, the LATICRETE LEED Project Certification Assistant can be accessed for key product information and contribution details, providing printable LEED documents for submittals in just seconds.

For more than half a century, LATICRETE has been dedicated to providing products and services that make the installation of tile and stone faster, easier and more cost-effective through industry-leading innovation.

LATICRETE has continued to bring improvements to the industry with a multi-faceted approach by developing resources and tools that empower design and specification professionals. The LATICRETE Online Architectural Binder contains all of the necessary information for the quick, easy and successful specification of tile and stone installation systems. Broken out into six sections, the online LATICRETE binder provides complete customizable specifications for over 100 types of applications based on industry standards. Architects, designers and specification teams can rely on LATICRETE for all of their tile and stone specification needs, backed by

Innovative Tile and Stone Installation Systems

proven performance and the best warranty program in the industry.

“LATICRETE has taken yet another step in making specifying tile and stone installation systems quicker and easier for all industry professionals,” said Maria Oliveira, LATICRETE Corporate Marketing Manager. “The LATICRETE Online Architectural Binder, complete with information ranging from products and systems, details, LEED, GREENGUARD, warranties and more, is now exclusively available online. No more flipping through pages in a printed binder that can quickly become outdated - get the most current LATICRETE information fast and easy, and when you need it, 24-7. “

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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