



For Immediate Release
Additional information contact:
Eric Carson or Ron Treister
epc@communicatorsintl.com
rlt@communicatorsintl.com
207-828-8050 x 101

LATICRETE Intros New One-Step Glass Tile Adhesive



For Immediate Release – LATICRETE, a global leader in the manufacturing of innovative systems for the installation of tile and stone, has announced the launch of LATICRETE® Glass Tile Adhesive, a new one-step polymer-fortified adhesive mortar that’s been specifically formulated for glass tile applications. LATICRETE Glass Tile Adhesive features a consistent, ultra-white color that can be mixed on-site by adding water to produce a smooth, creamy thin-set with

superior non-sag characteristics. LATICRETE Glass Tile Adhesive is approved for any type of glass tile on floors or walls in interior or exterior applications, including continuous submersion and other water features.

The ultra-white color provided by LATICRETE Glass Tile Adhesive enhances the vibrant, often colorful look of glass tile or glass mosaic tile designs, particularly ones that feature iridescent or translucent surface types. LATICRETE Glass Tile Adhesive offers superior color consistency and non-sag performance when designing with glass or glass mosaic tiles. LATICRETE Glass Tile Adhesive has been equipped with Microban® antimicrobial product protection to inhibit the growth of stain-causing mold and bacteria, and has been certified low VOC by the GREENGUARD® Environmental Institute for contributions to LEED or LEED for Homes building projects.

LATICRETE Glass Tile Adhesive does not require additives or admix for any type of glass tile application, eliminating a time-consuming step even when used for exterior projects or swimming pools. Available in a 25 lb. (11.3 kg) tri-lingual recyclable bag and a uniquely-sized 10 lb. (4.5 kg) carton, the smaller carton size makes LATICRETE Glass Tile Adhesive the ideal choice for small-scale projects such as kitchen and bath countertops, backsplashes, showers, hot tubs and delicate glass tile detail work. With a tenacious, durable bond that resists shrinkage, LATICRETE Glass Tile Adhesive exceeds applicable ANSI A118.4 and ANSI A118.11 bond strength requirements without the need for special additives.

“While developing LATICRETE Glass Tile Adhesive, we put a great emphasis on ensuring the same ultra-white color was produced at every stage during the process,” said Jay Deluca, LATICRETE Product Manager. “We understand how **Innovative Tile and Stone Installation Systems**

important that aspect can be with glass tile installations, particularly with translucent or iridescent glass options. That clean, white look has a way of adding pop to the design. It lets the true colors and surface styles of the glass to really stand out. We went a step further adding Microban®, producing the first glass tile specific thin-set adhesive with antimicrobial protection. In addition, there's a ton of value-added features that are right in line with how LATICRETE has consistently brought products to market. Here at LATICRETE, we're most proud of the innovative single-component formula and how the resulting adhesive has a smooth and creamy consistency that enables installers to do their jobs faster, cheaper, and better.”

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

* See Data Sheet 252.0-1210 for more specific details on LATICRETE Glass Tile Adhesive

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