



For Immediate release
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Introducing: LATICRETE® 125 Sound and Crack Adhesive



April 1, 2008: LATICRETE, a global leader in the manufacturing of innovative systems for the installation of ceramic tile and stone, has launched LATICRETE® 125 Sound and Crack Adhesive, a flexible, lightweight Kevlar® reinforced sound deadening and anti-fracture mortar that takes the place of liquid or sheet membranes used in traditional thin-set combinations to deaden sound and bridge cracks. LATICRETE 125 Sound and Crack Adhesive provides incredible sound transmission protection while simultaneously

bridging existing cracks in the substrate up to 1/8" and preventing new cracks from transmitting through to the finished tile or stone surface.

LATICRETE 125 Sound & Crack Adhesive is a combination of a special liquid latex, rare rubber fillers and reinforcing fibers for strength- giving it the ability to do what the others can't do- provide unmatched flexibility and sound deadening performance. The patent pending formula has been independently tested by the TCNA to ANSI A118.12 – the test standard for anti-fracture membranes, and by NGC Testing Services per ASTM E2179 for sound control performance.

LATICRETE 125 Sound and Crack Adhesive is the fastest, easiest way to get sound or anti-fracture performance, eliminating the labor cost and time associated with peel and stick mats, rubber sheets or liquid and fabric systems. With LATICRETE 125 Sound and Crack Adhesive just mix, spread and begin setting tile. The performance is proven and the product is backed by LATICRETE with an available 25 Year System Warranty*.

LATICRETE is a global leader in the manufacturing of tile and stone installation systems, known and trusted for industry leading innovation and expertise. For in-depth technical support and answers to your installation or application questions call toll free: 1.800.243.4788 ext 235, or outside the USA: 1+203.393.0010, ext 235. E-mail: support@laticrete.com. Comprehensive LATICRETE and industry information can be found on the web at: www.laticrete.com. LATICRETE, LATAPOXY, SpectraLOCK and the LATICRETE logo are registered trademarks of LATICRETE International, Inc.

Innovative Tile and Stone Installation Systems

* See Data Sheets 230.12 and 700.12 for complete warranty information.

