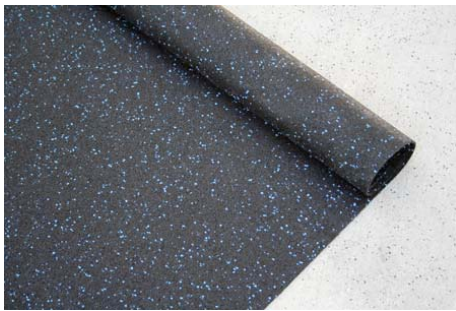




For Immediate Release
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LATICRETE Launches Sound & Crack Isolation Mat



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® 170 Sound & Crack Isolation Mat, a high performance, 1/8" (3 mm) thick underlayment membrane that provides exceptional sound reduction while simultaneously providing anti-fracture protection for tile or stone installations. Ideal for

hotel, office, condominium and other applications requiring sound control, LATICRETE 170 Sound & Crack Isolation Mat is specifically designed to be used in conjunction with LATICRETE installation materials.

Comprised of 89 percent post-consumer recycled content* to contribute to LEED credits, LATICRETE 170 Sound & Crack Isolation Mat provides peace of mind as part of the LATICRETE 10 Year Systems Warranty** when installed with LATICRETE mortar and grout. 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 allows for use in light commercial applications with ASTM C627 – “Light” Robinson Floor Rating.

Designed to be used under a LATICRETE thin-bed adhesive for interior floor installations of ceramic tile, marble, stone, and brick to eliminate the transmission of impact noise through the floor to the room below, LATICRETE 170 Sound & Crack Isolation Mat will simultaneously prevent new or existing cracks in the substrate from telegraphing through to the finished tile work. LATICRETE 170 Sound & Crack Isolation Mat should be applied to the entire substrate prior to installation, and is ideal for interior use over concrete, mortar bed, exterior glue plywood, cement backer board, cement terrazzo and cement tile or stone subfloors.

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.

* See DS 170.00 for complete warranty information.

** See DS 230.12 for complete warranty information.

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

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