



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

LATICRETE Makes Thick Beds One-Step Easier



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® 3701 Fortified Mortar Bed, a one-step, pre-mixed mortar for quality mud bed installations. Designed to save tile and stone contractors time and money, LATICRETE 3701 Fortified Mortar Bed does not require any job site blending of powders or latex additives, simply add water to produce a thick bed mortar or render with exceptional strength.

LATICRETE 3701 Fortified Mortar Bed is a one-step polymer fortified blend of carefully selected raw materials, portland cement and graded aggregates that offers all of the same benefits of LATICRETE 3701 Mortar Admix and LATICRETE 226 Thick Bed, providing superior strength for conventional, bonded or non-bonded thick bed mortar applications.

Ready for foot traffic in 16 hours[†], LATICRETE 3701 Fortified Mortar Bed is ideal for interior and exterior applications for both wet and dry areas over virtually any substrate, including concrete, tile and stone, exterior glue plywood*, cement mortar beds, cement backerboards, cement plaster, cement terrazzo, and concrete and brick masonry. As a component of the LATICRETE 25 Year System Warranty**, LATICRETE 3701 Fortified Mortar Bed offers piece of mind for all thick bed installations of tile and stone, while reducing the time and labor costs associated with measuring and mixing sand and cement to the proper ratio on the job site.

“The goal of this product was to provide our contractors with a product that has as good, if not better, workability than our two-component product in one easy to use package,” said Ken Barnum, LATICRETE Product Manager. “We accomplished what we set out to do. LATICRETE 3701 Fortified Mortar Bed will keep the job site a lot cleaner for contractors. It’s one less step, one less product to carry and store at the site, and all of that helps save time, labor and money for our customers.”

Innovative Tile and Stone Installation Systems

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: technicalservices@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.

† Ready for foot traffic in 16 hours at 70°F (21°C).

* For interior only, cleavage membrane with wire reinforcing, 2" (50 mm) minimum thickness.

** Consult cement backerboard manufacturer for specific installation recommendations and to verify acceptability for exterior use.

####

