



For Immediate Release
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LATICRETE Masonry Veneer Installation Systems Guide



For Immediate Release: LATICRETE, a global leader in the manufacturing of innovative systems for the installation of tile and stone, has launched the LATICRETE® Masonry Veneer Installation Systems (MVIS) guide, designed to offer complete solutions for the installation of manufactured stone, natural stone masonry veneers and thin brick facades. Realizing the challenges facing the industry today, LATICRETE has created eight architectural details to help both architects and contractors understand the need to utilize appropriate products that can withstand the rigors of an exterior façade installation. LATICRETE MVIS provide permanent, high-strength, freeze-thaw, thermal, and shock resistant masonry veneer solutions.

"The focus of the LATICRETE MVIS Guide is to offer masonry professionals a warranted installation system for manufactured stone and thin-brick facades, including a proven waterproofing application backed by more than 40 years of waterproofing experience," said Ken Barnum, LATICRETE Product Manager, Adhesives & Ventures.

LATICRETE MVIS provides solutions to all of the "old way" concerns by offering a coordinated, quality-controlled installation system. Utilizing proven materials, LATICRETE MVIS architectural specifications are designed to offer long-term solutions backed by the LATICRETE 10 Year System Warranty*. LATICRETE Masonry Veneer Installation Systems provide a great deal of flexibility and the ability to meet demanding project requirements. LATICRETE MVIS products include a revolutionary waterproofing anti-fracture membrane in the form of LATICRETE Hydro Ban™, polymer-fortified adhesive mortar, scratch and brown coat mortar, LATAPOXY® 310 Stone Adhesive for spot bonding when appropriate, masonry pointing mortar and LATICRETE Latasil™, a 100 percent silicone sealant.

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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Innovative Tile and Stone Installation Systems