



# Residential Profit Through Knowledge Training Program

Date

Location

Attendees

Hosted by

## Program Goals

Learn How to Recommend Problem Free Tile and Stone Installation Materials

Learn the LATICRETE Family of Installation Systems

Meet the People of LATICRETE International Inc.



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Date

<u>Time</u>	<u>Location</u>	<u>Activities</u>	<u>Presenter</u>
9:00 - 9:45	Class Room	<b>Corporate Welcome</b> Program Overview - Administrative Issues - Attendee Introductions - 50-Year History video <b>LATICRETEResidentialWelcome.ppt</b>	
9:45 – 10:30	Class Room	<b>Selling-Up – The Key To Profitability</b> <b>LATICRETESellingUp.ppt</b>	
10:30 - 10:45		<b>Break</b>	
10:45 – 11:15	Class Room	<b>LATICRETE Residential Solutions</b> - Residential Installation Review <b>LATICRETEResidentialSolutions.ppt</b>	
11:15 – 12:00	Class Room	<b>Qualifying and Properly Preparing Substrates</b> - Industry Standards - Five points to qualify an installation system - Substrate preparation requirements - Floors (concrete slabs and wood frame construction) <b>QualifyingSubstrates.ppt</b>	
12:00 – 1:00		<b>Lunch</b>	
1:00 – 2:00	Class Room Demo Room	<b>Underlayments</b> - LATICRETE 86 Self-Leveling Underlayment Demo <b>LATICRETEUnderlayments.ppt</b>	
2:00 – 2:15	Cafeteria	<b>Break</b>	
2:15 – 3:15	Class Room Demo Room	<b>Membranes</b> - LATICRETE Hydro Ban - LATICRETE Watertight Floor N' Wall Waterproofing - LATICRETE 9235 Waterproofing Membrane - LATICRETE Crack Suppression Kit - Hands On Demonstrations <b>LATICRETEMembranes.ppt</b>	
3:15 – 4:30	Class Room Demo Room	<b>LATICRETE® Polymer-Modified Thin-Set Mortars</b> - LATICRETE® 254Pt "Platinum" - LATICRETE 255 MultiMax Multipurpose Thin-Set Mortar - 254 Platinum Hands-on Installation - 255 MultiMax Demonstration <b>LATICRETEPolymerAdhesives.ppt</b>	



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4:30 – 5:00	Class Room	Review of Day  <u>Date</u>
9:00 – 10:00	Class Room	Movement Joints MovementJoints.ppt
10:00 – 10:30	Class Room Demo Room	LATICRETE Latasil Tile and Stone Sealant - Silicone sealants vs. other materials - Product demonstration LATICRETELatasil.ppt
10:30 – 10:45	Cafeteria	Break
10:45 – 11:30	Class Room	Floor Warming - Tile and hydronic floor warming - Tile and electric cable floor warming RadiantHeat.ppt
11:30 – 12:00	Class Room	Virtual Plant Tour LATICRETEPlanttour.ppt
12:00 – 1:00	Cafeteria	Lunch
1:00 – 2:00	Class Room Demo Room	Portland Cement Grout - Portland Cement Grouts - LATICRETE Tri-Poly Fortified Sanded Grout (1500) - LATICRETE Tri-Poly Fortified Unsanded (1600) - LATICRETE 1776 Grout Admix Plus - Hands-On P.C. Grouting LATICRETEPCGrouts.ppt
2:00 – 2:15	Cafeteria	Break
2:15 – 3:30	Class Room Demo Room	LATICRETE SpectraLOCK Pro Grout - Hands-On SpectraLOCK Pro Installation - Hands-On SpectraLOCK Pro with Dazzle Demonstration LATICRETESpectraLOCKPRO.ppt
3:30 – 4:00	Class Room	Review and Questions



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The LATICRETE People You Will Meet:  
Program Presenters: