

TILE

Magazine

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LATICRETE: 50 Years of Innovation



By: Rosina Pannone

The LATICRETE® system: Industry standard in creating a beautiful worry-free installation for the life time of the installation.

For 50 years, LATICRETE has provided the technology, products and experience to make innovative, permanent installations for tile and stone. Architecturally specified and professionally endorsed by installers, LATICRETE offers a dedication to quality that results in globally proven solutions for virtually every application.

The 50 year history of LATICRETE is shaped by numerous industry firsts. Among the many pioneering achievements, LATICRETE is the first in the tile and stone installation industry to:

- create thin-set adhesives
- create thin, load-bearing waterproofing membranes
- offer warranties inclusive of material and labor
- include antimicrobial protection in products, and
- obtain GREENGUARD certification.

LATICRETE has developed innovative products throughout the years that still remain fixtures in the industry, and continues to develop innovative products that carry on the LATICRETE tradition of setting the industry standard today.

LATICRETE® 9235 Waterproofing Membrane, for instance, was the industry's first thin, liquid, cold applied, load-bearing waterproofing membrane. It is ICBO and IAPMO approved, doubles as an anti-fracture membrane, and offers antimicrobial protection to your installation. With over 40 years of successful worldwide installations, 9235 Waterproofing Membrane remains the industry standard in waterproofing today.

The most recent breakthrough product, introduced in 2005, is LATICRETE SpectraLOCK™ PRO Grout; the industry standard in epoxy grouts.

Until now, enhancing the beauty of tile and stone with a grout that will not stain, crack or fade has been impossible. SpectraLOCK PRO Grout has revolutionized grout by making it a design element instead of a design challenge. It combines unmatched performance, color uniformity, durability and stain resistance with extraordinary ease of use.

SpectraLOCK PRO Grout makes enhancing that beautiful tile and stone easy with the choice of 40 lifestyle col-

ors; the widest color selection available on the market. Add even more design flare and get up to 220 color variations with the optional sparkle and glow-in-the-dark enhancements of LATICRETE SpectraLOCK Dazzle.

SpectraLOCK PRO Grout will not stain, fade or crack over time and inhibits the growth of stain-causing mold and mildew with antimicrobial protection. The color chosen today will remain that color tomorrow and every day after. SpectraLOCK PRO Grout will look as good as, and last as long as, the tile and stone.

Innovation is what drives LATICRETE. With 50 years of setting industry standards, LATICRETE is the name architects, designers and professional installers know and rely on.



1956 - 2006

50 years
of innovation