

## INDUSTRY STANDARDS

### LATICRETE® 9235 Waterproofing Membrane

A heavy duty, liquid-applied, fabric reinforced, rubber membrane designed for use under thin-bed installations of ceramic tile and stone. Recommended for pools, fountains, commercial kitchens, locker rooms, gyms, showers and bathrooms. UPC® and ICBO approved.



### LATICRETE® BLUE 92 Anti-Fracture Membrane

A heavy duty, liquid-applied, fabric reinforced, rubber membrane designed for use under thin-bed installations of ceramic tile and stone. Eliminates cracked tiles in heavy traffic areas such as malls, lobbies and airports.



### LATAPOXY® SP-100 Stainless Epoxy Grout

A chemical-resistant, colorfast, 100% solids epoxy grout for ceramic tile, quarry tile, floor brick, packing house tile, pavers, stone, and marble. Available in a rainbow of colors, easy to use and stainless!



### LATAPOXY® 2000 Industrial Epoxy Grout

An water-cleanable, industrial grade epoxy grout for brick, pavers, ceramic and quarry tile installations. Designed for use in food processing or chemical plants, and wherever furan grouts are needed. High resistance to chemicals, acids and corrosives.



### LATICRETE® 333 Super Flexible Additive

An extraordinarily flexible additive for use with factory prepared thin-set mortars and ceramic tile grouts. Specially formulated to provide a strong, super flexible bond to most surfaces, including plywood. Recommended for use with LATICRETE Floor N' Wall Thin-Sets.



## Offices, Factories and Distributors Worldwide...

Al Khobar	Dallas	Monterrey
Amman	Denver	Munich
Amsterdam	Dubai	Muscat
Athens	Frankfurt	New York
Atlanta	Helsinki	Oslo
Bangkok	Hong Kong	Qatar
Barcelona	Hyderabad	Paris
Beirut	Jakarta	San Jose
Beijing	Kuala Lumpur	Santiago
Bogota	Limasol	San Francisco
Bombay	Lisbon	Sao Paulo
Boston	London	Seattle
Brussels	Los Angeles	Seoul
Bucharest	Madrid	Shanghai
Buenos Aires	Manila	Taipei
Carrara	Melbourne	Tel Aviv
Cairo	Mexico City	Toronto
Chicago	Miami	
Colombo	Milan	



# Corporate Capabilities Summary



# LATICRETE

ISO 9001  
CERTIFIED  
Bethany, CT  
ISO 9002  
CERTIFIED  
Singapore



Globally proven.  
Professionally endorsed.

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[www.laticrete.com](http://www.laticrete.com) • [support@laticrete.com](mailto:support@laticrete.com)

#### LATICRETE MIDDLE EAST

TEL: (971) 4-286-2627 FAX: (971) 4-286-2123

#### LATICRETE ASIA PACIFIC

TEL: (65) 262-4237 FAX: (65) 262-3701

#### LATICRETE EUROPE

TEL: (39) 0585-856-159 FAX: (39) 0585-856-160

#### LATICRETE LATIN AMERICA

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Services and Resources that give  
you the edge over the competition.

# THE LATICRETE<sup>®</sup> SYSTEM

## Focus

All company resources are totally focused on development, production and marketing of tile and stone installation systems.

## Proven Quality

Certification to ISO 9001 standards is proof of the status of LATICRETE as a world-class manufacturer of high quality installation systems for ceramic tile and stone.

## Proven Performance

Used around the world in every climatic condition for over 40 years, LATICRETE<sup>®</sup> installation materials have stood the test of time. Our reputation and track record guarantee your success.

## Global Experience

With existing manufacturing operations in every important world market, LATICRETE knows the ins and outs of doing business in the international marketplace. Local language packaging, literature and support tools are made available by local technical service representatives worldwide.

## Pre-sold Demand

LATICRETE is the most specified tile and stone installation system in the world, with the highest brand name recognition of any manufacturer in its category.

## High Value Product Mix

LATICRETE presents the most comprehensive product offering in the industry. This provides constant opportunity for upgraded sales (and additional profits) that other companies simply can not match. A higher value product mix means more gross profit per pallet space and sales call.

## Unequaled Technical Support

A full time technical service department, headed by a registered professional, is available toll-free to assist in product selection, specification, or installation. Local Technical Representatives cover all global markets with direct and competent support.

## Sales Support Tools

A complete selection of product literature, point-of-sales displays, instructional videos, and sample boards simplify the sales process for LATICRETE distributors. Other specialized tools include "CompuCoverage," a materials estimating program for contractors, a CD-Rom of details and specifications for architects, and a frequently updated web site.

## Comprehensive Training Programs

LATICRETE training programs are successful in increasing the knowledge and skills of distributors, installers and Architects across the globe.

- **Profit Through Knowledge:**

A multi-day, intensive program that assists the distributor in making his salespeople more competent and profitable in their day to day efforts.

- **Installer Training Schools:**

Full-day seminars with a very high component of hands-on training. Provides basic information on tile installation to those new to the industry (floor covering contractors, dealers).

- **Architectural Continuing Education Program:**

LATICRETE is certified by the American Institute of Architects, RBIA and RAIA to present a training programs to their members covering all aspects of tile installation. Credits apply to annual professional certification requirements.

## Fax-on-Demand System

LATICRETE delivers (toll-free and within five minutes to any fax machine) current product information, Material Safety Data Sheets and other critical information via fax. This service saves thousands of distributor manhours by automating a normally labor-intensive function.

## On-time Delivery

95% of all orders are shipped, complete, within 24 hours of receipt. 99% ship within 72 hours. LATICRETE continues to improve its service record, bringing better service and inventory cost savings to its customers.

## Logistical Positioning

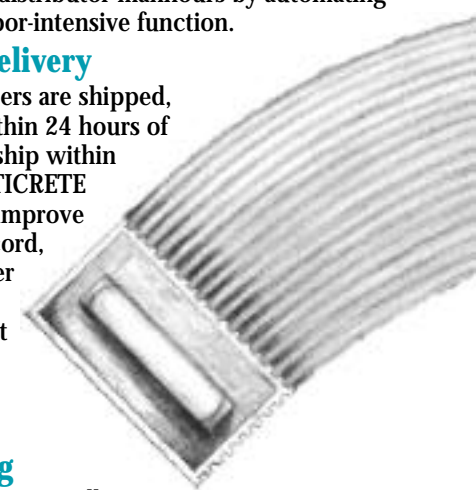
With plants strategically placed around the world, LATICRETE services the global market with responsive delivery. From the Pacific Rim to Mexico City, this positioning makes inventory reduction through just-in-time methods a reality.

## Continuous Improvement

LATICRETE continually surveys distributors and end users for their evaluation of our response to their needs. We subject our suppliers to the same scrutiny, encouraging ongoing improvements to products, processes and systems from the inside and out.

## Partnership

We create dynamic relationships with our committed distributors and go beyond the simple delivery of installation materials. Our program has been proven with distributors throughout the world. We look forward to expanding business opportunities with your firm in the near future.



*Globally proven.  
Professionally endorsed.*

*The LATICRETE Difference...  
Put it to work for you!*