

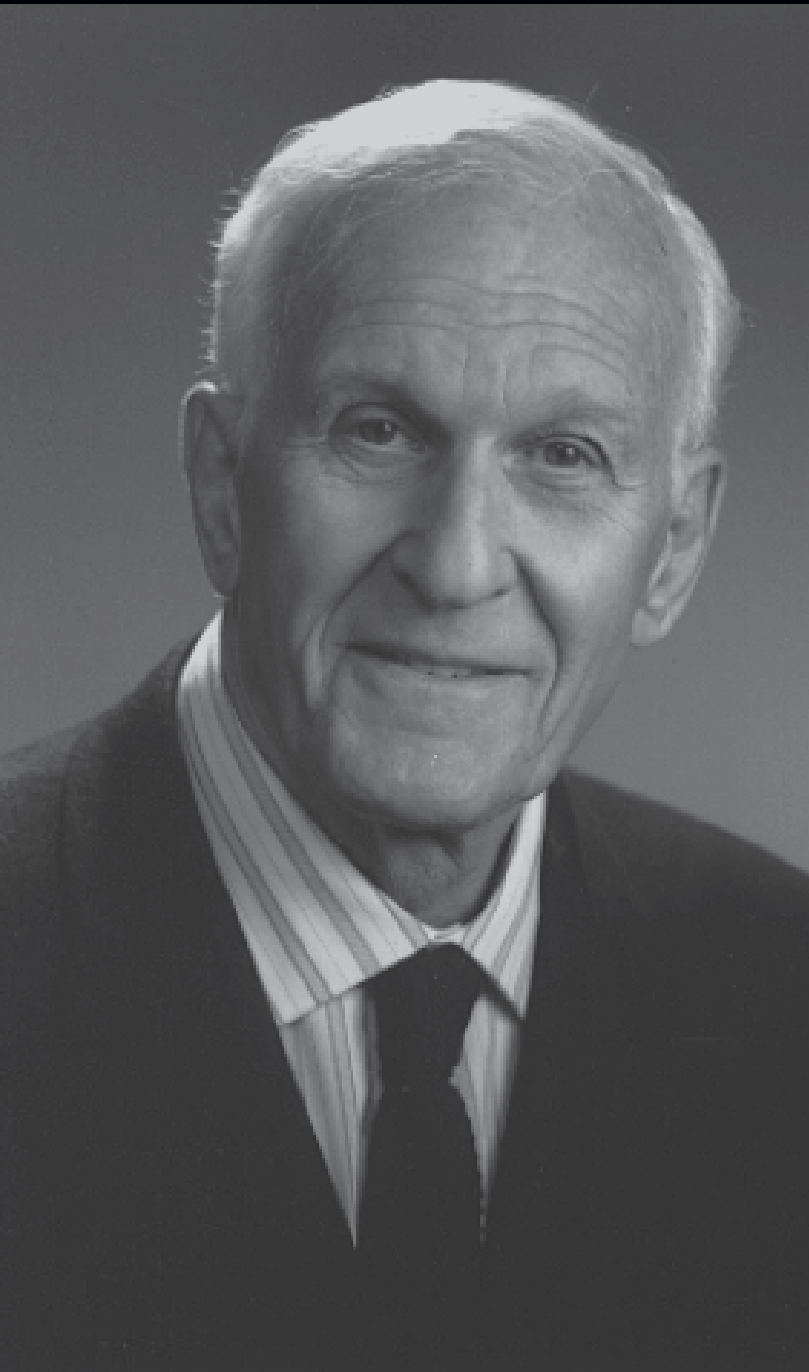


1956 - 2006

50 years
of innovation

THE LATICRETE® SYSTEM

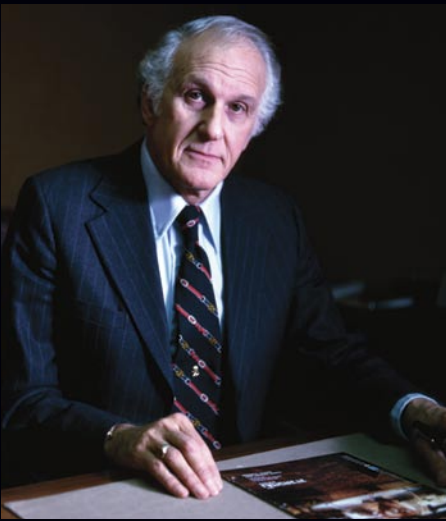
Innovative Tile and Stone Installation Systems



Dr. Henry M. Rothberg, Founder



David A. Rothberg and Henry B. Rothberg, circa 1960



LATICRETE Founder and Chairman Emeritus
Dr. Henry M. Rothberg

In 1956, North America was in the midst of the largest building boom the world had yet seen.

Post-war prosperity drove home ownership and new housing starts to unprecedented heights. President Eisenhower's most notable accomplishment, the Interstate Highway System, was just beginning to take form. Cities from coast to coast were being expanded and reshaped.

The American landscape was about to change forever.

New technologies were emerging in almost all trades and industries, and construction was no exception. Mass production techniques were applied to homebuilding and thus in Levittown PA, the "Planned Community" was born. Improvements in steel engineering allowed for taller, lighter structures.



1956

LATICRETE® 4237 Latex Thin-Set Mortar Additive
First latex thin-set mortar additive



1958

LATICRETE 3701 Mortar Admix
First latex grout and thick-bed mortar additive



1963

LATICRETE 9235 Waterproofing Membrane
First thin (20 mil, .05 mm) liquid applied load bearing waterproofing membrane



1964

LATICRETE 18 Sound Control Underlayment
First thin, load bearing acoustical underlayment system



1960

Wilshire Flower Building
Los Angeles, CA, USA
World's first steel frame hi-rise glass mosaic facade



1963

Los Angeles Music Center
Los Angeles, CA, USA



1965

National Mosque of Kota Kinabalu
Sabah, Malaysia
24k gold glass tiles adorn multiple domes in tropical climate



1965

St. Louis Arch
St. Louis, MO, USA
Massive paving installation in freeze-thaw zone

1956

1960

1965

Commercial and office building construction took off after decades of stagnation.

Despite vast changes in many construction trades, ceramic tile and stone installation practices remained virtually indistinguishable from 100 or 1000 years prior. Four basic ingredients were required: sand, cement, water, and a lot of labor.

A thick bed of heavy mortar was required to place tiles or stones on walls, floors and countertops. Difficulty in aligning with adjacent finishes meant expensive changes to framing and concrete placement details.

The resulting installation was massive and heavy in a time when buildings were designed to be lighter in weight and more flexible.

All of these factors conspired to limit acceptance and use of ceramic tile. It was used primarily on bathroom floors and walls and on ground level lobbies and kitchens. Total consumption of ceramic tile in the United States in 1955 is estimated at less than 100 million square feet – or only about 0.6 square feet per capita.

The landscape of the ceramic tile industry also was about to change forever.



1966

LATAPOXY® 210

First cement-based epoxy mortar and grout



1968

The Story of Creation Mural
Los Angeles, CA, USA
Intricate and large scale use of glass mosaic on exterior facade



1970

World Trade Center
New York City, NY, USA
World's tallest structure



1973

Detroit Renaissance Center
Detroit, MI, USA



1975

Thistle A. Platform
North Sea, Thistle Field

1974

LATICRETE
Bethany, CT
Plant opens

1975

Industry first
toll-free
technical support

1966

1970

1975

While working in his family's floor covering installation business in South Carolina, Henry M. Rothberg realized that there must be a better way to install ceramic tile.

With a background in science and a degree in Chemical Engineering, Dr. Rothberg began development work with Uniroyal Chemical at their Naugatuck, CT research facility where he investigated synthetic latex technologies that had been applied to the concrete industry.

After much effort and time – LATICRETE 4237 Latex Thin-Set Additive was developed and taken to market.

For the first time a strong, weather and shock-resistant “thin-bed” mortar could be mixed on-site using equal parts of sand and cement, gauged to a workable consistency with LATICRETE 4237.

In 1956, not realizing the potential of what would soon prove to be a revolutionary product, Uniroyal sold the LATICRETE brand to Dr. Rothberg, and LATICRETE International, Inc. was born.

Initial efforts to promote this new method of tile installation in North America met with resistance.



1977

Hyatt Regency
San Francisco, CA, USA



1977

Rainier Tower
Seattle, WA, USA
Tile base of structure subject to extreme movement



1980

Sears Tower
Chicago, IL, USA
World's tallest structure



1983

Bullock's Department Store
Northridge, CA, USA
Building collapsed in 1993 Northridge Earthquake, tiles remained bonded.



1983

Trump Tower
New York City, NY, USA



1980

Industry First
Architectural
Specifications on disk



1981

Harry T. Swanson
First and Three-time LATICRETE
President's Cup Award Winner



1983

Tele Diffusion de France
Paris, France



1985

Washington DC Metro
Washington DC, USA



1985

LATAPOXY® SP-100
Stainless Grout For
Floors N' Walls
First "User Friendly"
100% solids epoxy grout
exceeding ANSI A118.3



1983

Industry First
Architectural CAD
Details on disc

1983

LATICRETE
Mira Loma, CA
Plant opens

1985

LATICRETE
Grand Prairie, TX
Plant opens

1976

1980

1985

Having a large family to feed, Dr. Rothberg took his samples and product literature and departed for overseas markets where tile and stone were already much more common finishes. Large installations and long-term relationships followed successful presentations in Europe, the Middle East and Asia.

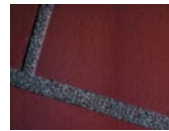
LATICRETE remained primarily export-focused in its early years. Slowly, North American tile installation firms began to realize the labor-savings benefits afforded by this new and innovative installation system.

Learning from his international experience, Dr. Rothberg focused his efforts on the Architectural community, which could appreciate the significant savings in other aspects of building construction – less steel, less concrete, no depressed slabs – when thick, heavy mortar beds could be eliminated.

As LATICRETE grew, the thin-bed method took hold as a typical means of installation. Consumption of ceramic tile grew steadily and rapidly in North America and in 2005 exceeded 3.2 billion square feet (over 10 square feet per capita).



1989
LATICRETE® 333
Super Flexible Additive
 First super flexible thin-set mortar



1993
LATAPOXY® Speck-L Grout
 First pigmentless grout
 New stainless, nonstaining technology



1993
LATAPOXY 2000
Industrial Epoxy Grout
 First industrial strength 100% solids epoxy grout exceeding ANSI A118.5



1987
Golden Wheatstock Tower
 Paris, France



1989
Xerox Center
 Santa Ana, CA, USA



1989
The Basilica of Our Lady of Peace
 Ivory Coast, Africa
 Largest basilica outside of Vatican City



1991
Walt Disney Corporate Headquarters
 Lake Buena Vista, FL, USA



1992
Lombard Street
 San Francisco, CA, USA
 Repaving of one of the world's most recognizable roads



1990
Baltimore-Washington International Airport
 Anne Arundel County, MD, USA

1988
 LATICRETE
 West Palm Beach, FL
 Plant opens

1988
 LATICRETE
 Indianapolis, IN
 Plant opens

1990
 Industry First
 Automated Fax-On-Demand system

1991
 Industry First
 Written Labor and Material Warranty

1994
 Industry First
 ISO 9001 Certification

1994
 Industry First
 AIA/CES Continuing Education International Passport Provider

1994
 Industry First
 General Catalog on Disc

1994
 Industry First
 web site



1986

1990

1995

LATICRETE became one of the most prominent product lines available as tile distribution developed around the world in the 1960's and 1970's.

As distribution increased, so did the availability of LATICRETE. More and more products were added to the LATICRETE product line that allowed installation of ceramic tile in residential and remodel applications as well as in industrial and commercial construction. LATICRETE became a brand preferred by many types of installers, not just large installation firms focusing on large projects.

Demand for LATICRETE® products is fulfilled through distribution supported by 6 plants in North America, and a network of factories, distributors and partners around the world.

In the 1990's LATICRETE sharpened its focus on the international market to create and cultivate efficient local production in expanding markets. This successful strategy has resulted in worldwide local availability of LATICRETE installation materials.



1999
LATAPOXY®
310 Stone Adhesive
 High strength construction epoxy adhesive



1997
Mount Rushmore
National Memorial Visitor Center
 Blackhills, SD, USA
 Plaza and Deck Installation over auditorium



1997
Rock-N-Roll Hall of Fame
 Cleveland, OH, USA



1999
Petronas Twin Towers
 Kuala Lumpur, Malaysia
 World's tallest structure



2000
Burj Al Arab Hotel
 Jumeirah Beach Resort, Dubai, UAE
 World's first seven star hotel



2002
Central Artery Tunnel "The Big Dig"
 Boston, MA, USA



2001
Kodak Theatre
 Hollywood, CA, USA
 Home of The Academy Awards™



1999
LATICRETE LATAMANIA!
 Hummer Winner

1999
LATICRETE Brazil
 Joint Venture
 established

2000
LATICRETE India
 Joint Venture
 established

2002
LATICRETE China
 Joint Venture
 established

LATICRETE focuses on adding value to the markets it serves, and thus those markets grow in value for all participants.

Always driven by the desire to innovate, LATICRETE has pioneered dozens of industry firsts in products and services. By specializing in the development of products designed for the installation of ceramic tile and stone, a singular focus has been achieved that continues to bring forth products that make tile more durable and economical in virtually all types of applications and climates around the world.

Our commitment to innovation continues today and will continue into the future as we pursue the vision of our founder, Dr. Henry M. Rothberg.



LATICRETE Chairman and CEO
David A. Rothberg



2003

Industry First to incorporate antimicrobial agents into a complete product line



2003

LATICRETE 255 MultiMax Multipurpose Thin-Set Mortar
First lightweight, non-sag, KEVLAR® reinforced mortar



2003

LATICRETE SpectraLOCK™ Grout
Patented Technology — stain and chemical resistance combined with easy installation



2004

LATAPOXY 310 Cordless Mixer
A revolutionary cordless mixer triples productivity for vertical installations of large format tile and stone



2005

LATICRETE SpectraLOCK™ PRO Grout
New improved version complies with ANSI A118.3 and offers increased stain resistance



2003

The Shops at Willow Bend
Plano, TX, USA



2003

WWII Memorial
Washington, DC, USA



2004

Soldier Field Stadium
Chicago, IL, USA



2005

Biogen Idec
La Jolla, CA, USA



2005

Holy Cross Parish Church
Deerfield, IL, USA

2003
LATICRETE Middle East Joint Venture established

2003
David A. Rothberg named LATICRETE Chairman and CEO



2005
GREENGUARD™ Certification
Industry First certified low VOC products



2005
Architectural Guide Book
Industry First customizable web-based specification process



2005
LATICRETE Hamlet, NC Plant opens



2006
"The LATAVAN" Industry First Demo Vehicle

2003

2005

2006



1956 - 2006

50 years
of innovation

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