



**SINCE 1956  
AT THE CUTTING  
EDGE OF  
INSTALLATION  
SOLUTIONS**

**LA 100**  
**COUNTRIES**

**1**  
**MISSION**

**CR**

**3**  
**GENERATIONS**



## **SINCE 1956 AT THE CUTTING EDGE OF INSTALLATION SOLUTIONS**

**The company dedicated to the construction sector, for over 65 years.**

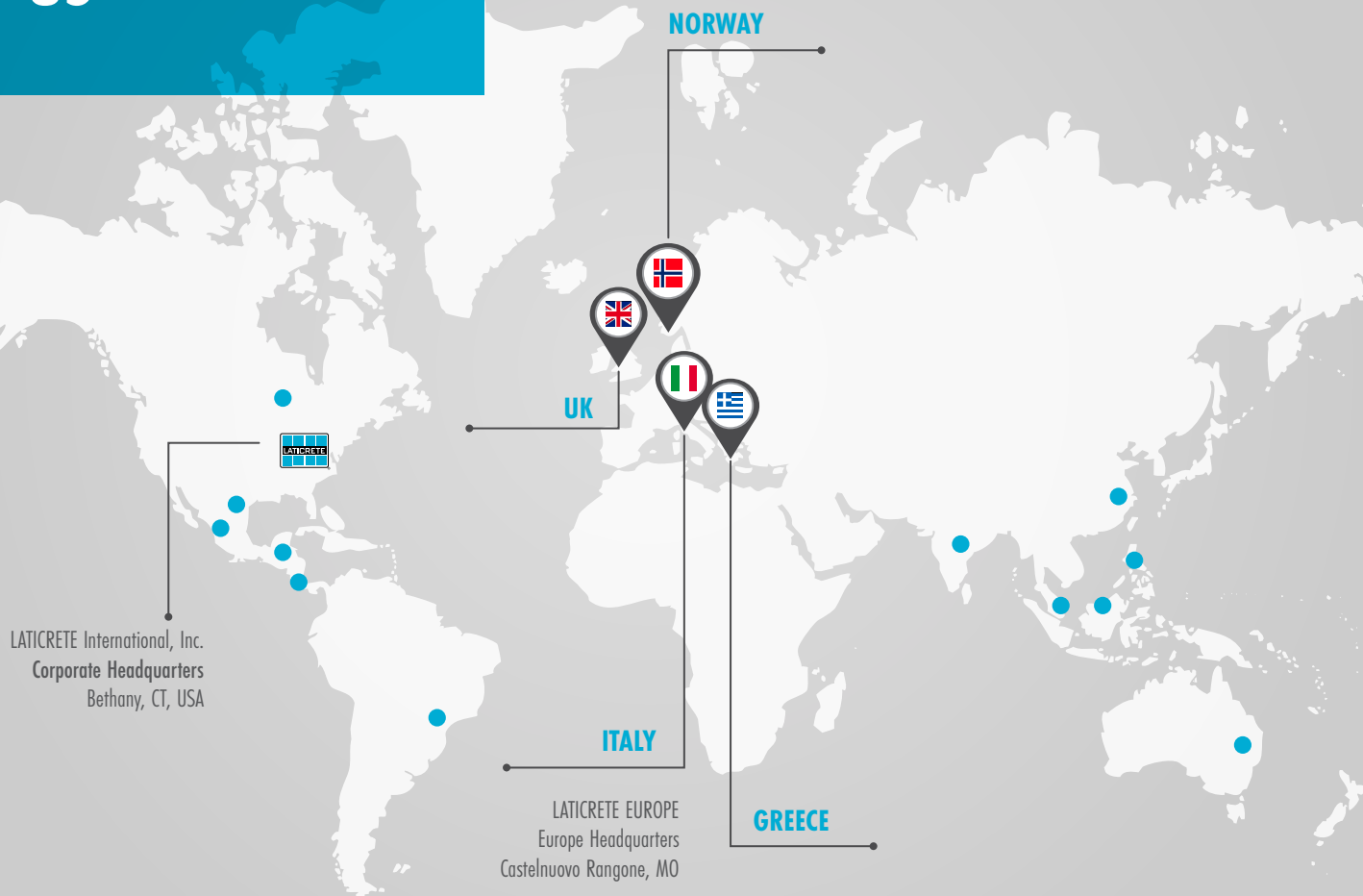
LATICRETE® is a U.S. multinational company, a global leader in the production of Tile & Stone installation system (TSIS) solutions. It provides a wide range of products for all applications dedicated to flooring, waterproofing and façades of residential, commercial and industrial buildings.

From its founding to the present, the Rothberg family has always led LATICRETE®. Three generations have followed one another, always with a mission: attention to the client. This is achieved through uncompromising dedication to quality, resulting in proven and reliable solutions, chosen worldwide for their high performance.

Thanks to highly innovative technology, a LATICRETE® solution is forever!

# ABOUT US

**NORTH AMERICA** | MEXICO | CHINA  
SOUTHEAST ASIA | PHILIPPINES  
MALAYSIA | MIDDLE EAST  
AUSTRALIA | CENTRAL AMERICA  
**EUROPE** | BRAZIL | INDIA  
NORWAY | AFRICA



Our history has been shaped by a great many records in the industry.

Among our many pioneering successes feature:

- LATEX ADDITIVE 4237 thin-layer adhesives
- HYDRO BAN® thin and load-bearing waterproofing membranes
- Single-component deformable adhesives: 335 Maxi S
- High-performance three-component epoxy-based grout: SPECTRALOCK® PRO PREMIUM GROUT
- Rapid cement-based grout with Color Kit technology: PERMACOLOR® SELECT
- First ISO 9001 certification in the industry
- The industry's first website and free technical support
- GREENGUARD low-VOC certification
- Design of LATICRETE® SUPERCAP® - a mobile dosing and pumping system on the floors of the building, for self-leveling cement-based mortars

Innovation is what drives LATICRETE®.

**With over 65 years of experience in setting industry standards, LATICRETE® is the name that architects, designers and professional installers know and rely on.**

LATICRETE Europe S.r.l. is the European subsidiary of LATICRETE International.

In December 2019, it acquired the company Benfer S.r.l., based in Castelnuovo Rangone (MO).

Benfer, founded in 1965 by engineer Rinaldo Cocchi, in its headquarters in Castelnuovo Rangone (MO), produces and in Europe and worldwide sells products and systems for every kind of work, for both new buildings and ones in the process of restoration.

The product range includes self-leveling screeds, waterproofing agents, adhesives and systems for installing technical porcelain stoneware and natural stone, continuous floor systems, concrete repair and building restoration systems.



USA

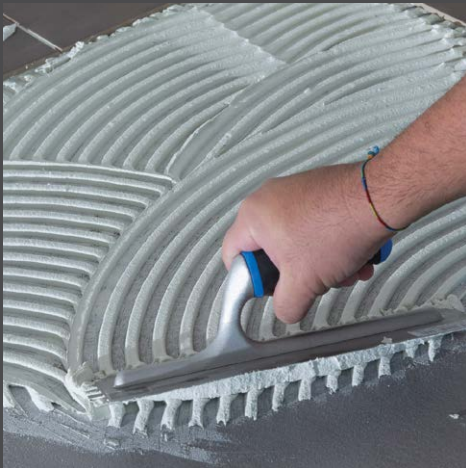


EUROPE



NORWAY

# OUR PURPOSE IS TO IMPROVE THE BUILT WORLD AND THE LIVES OF THOSE WHO BUILD IT



OUR SOLUTIONS FOR:

**INTERIORS | EXTERIORS | COMMERCIAL | RESIDENTIAL | INDUSTRIAL | NAVAL | SWIMMING POOLS**

SUBSTRATE PREPARATION, SCREEDS & MORTARS | SOUND CONTROL | UNCOUPLING & ANTI-FRACTURE

WATERPROOFING | ADHESIVES | GROUTS & SEALANTS

# WHAT WE DO

## TILES AND STONE INSTALLATION SYSTEMS

LATICRETE® industry-leading products offer complete system solutions, from substrate to grout, for all types of tile or natural stone installation and for all types of commercial, industrial and residential application.

LATICRETE® offers the most complete assortment of innovative materials for tile and stone to ensure a successful installation, every time.

A single partner able to give you peace of mind and certainty for your project.

**SUBSTRATE PREPARATION, SCREEDS & MORTARS**  
**SOUND CONTROL, UNCOUPLING & ANTI-FRACTURE**  
**WATERPROOFING**  
**ADHESIVES**  
**GROUTS & JOINTS SEALANT**


## TILE, STONE & SURFACE CARE

LATICRETE® offers a professional line of care and maintenance products: STONETECH®.

STONETECH® tile and stone care products are highly reliable, provide high performance, and are thoroughly tested.

To ensure that the final result is perfect, a complete range of products is available depending on the different surfaces: natural stone, tiles, cement-based mortar and masonry mortar - which have different characteristics or grades of porosity.

**PROTECTORS**  
**CLEANERS**  
**TRANSFORM**



**HOW  
WE WORK**

FAMILY  
GROWTH  
DIVERSITY TEAM  
CULTURE  
COOPERATION



At LATICRETE®, our mission of Research and Development (R&D) is to ensure a complete portfolio at all times **with the finest solutions available on the market.**

That's why LATICRETE® acknowledges it as a driving force and is the foundation of our company's absolute success.

**Our R&D department uses scientific research, new technologies, proven industry expertise, innovation and creativity to develop the best possible products, used worldwide.**

We are very proud to invest our expertise and resources in working closely with all our clients and industry professionals, from architects to project managers and construction site managers, to ensure that the right solution is always delivered to the projects we are involved in.

We have technical expertise throughout the world thanks to a well-integrated, structured system for developing new products and sharing the best technology practices.

**LATICRETE® is committed to research into innovative, sustainable products with low emissions of volatile substances that comply with ISO 9001 quality standards** to ensure consistent, quality installation and improved quality of life for future generations.

The LATICRETE® Quality Management System is certified in accordance with ISO 9001: 2015 for the scope of: Design, production and technical support of installation materials for ceramics, marble and stone.





At LATICRETE®, we are committed to providing innovative, sustainable and safe products to ensure a better quality of life for future generations. To support our efforts in safety and transparency, we offer GREENGUARD certifications, GEV EMICODE certifications, test reports, material safety data sheets (MSDS), etc., all available on the product pages of our website.

## “GREEN” CERTIFICATIONS

As the leading manufacturer of tile and stone installation systems, LATICRETE® offers products that have been tested and certified independently to the highest “green” standards with low VOC emissions in both commercial and residential building.

## COMPLETE SYSTEMS

A wide range of products with low VOC emissions (adhesives, substrates, waterproofing agents, repair, thin-layer adhesives, epoxy-based adhesives and mortars). LATICRETE® products contribute to eco-sustainability.

## CONTRIBUTION TO POINTS FOR LEED OR BREEAM CERTIFICATION

Hundreds of jobs around the world have obtained LEED credits using LATICRETE® systems. You can earn between 8 and 10 points depending on the products you use and the type of construction.



**HOW**  
WE WORK

# ECO FRIE NDLY





**EXCELLENCE GROWS  
ON THE ROOTS OF INNOVATION**

# THE BRAND PROMISES



INNOVATIVE



COMMITTED TO  
SUSTAINABILITY



ENABLING  
ICONIC DESIGN



TRUSTED  
FOR LIFE



BEST INSTALLER  
EXPERIENCE



OUR CUSTOMERS  
ARE OUR FAMILY

Our innovations transform our industry with new solutions and opportunities for architects, designers and installers.

We are committed to improving the sustainability of our industry and the health and safety of our customers and employees.

We are the go-to brand for the world's most demanding and iconic projects everywhere people live, work and are together.

One can trust our products to last for a lifetime, same as one can trust our lifelong support.

We provide the easiest and safest job site experience with outstanding support at every step of the project.

Because we are like them, our customers have a unique experience with us.



# OUR VALUES

**"VALUES ARE LIKE  
THE COMPASS I  
CARRY WITH ME  
ON MY CLIMBING  
TRIPS:  
THEY SHOW US THE  
WAY TO MAKE THE  
RIGHT DECISIONS."**

David A. Rothberg, Chairman

The core principles, in line with our brand promises, that guide the conduct and actions of our team as members of our LATICRETE® family.

# TRUST & INTEGRITY PASSION & COMMITMENT INNOVATION CUSTOMER CENTRICITY GROWING TOGETHER CARING

## **The value of sharing, strong in diversity**

Our diversity is our strength.

At LATICRETE® we share common values that inspire us to grow together while respecting each colleague's uniqueness.

## **A great professional life experience**

Our values are both a need and an aspiration. We make them a reality in our attitudes, behavior and actions.

Every member of the LATICRETE® family has the job of ensuring that our values are respected and applied every day.

## **The link between all generations within LATICRETE®**

Our values are a legacy we received from our founders. We are cultivating them to inspire the new talents that are going to join the LATICRETE® family. New talents joining us in the LATICRETE® adventure.

## **The hallmark of excellence and success**

Our values inspire and motivate our employees to strive for excellence and are close to our clients through our brand promises.

It is precisely these values that lead us to be a benchmark for the market in which we operate.

# YOUR IDEAL IN INSTALLATION PROJECTS PARTNER



**COMPLETE SYSTEMS:  
PREPARATION | APPLICATION | FINISHING**



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