



**Globally Proven
Construction Solutions**

AIA-22 Innovative Decorative Overlays

Program: Innovative Decorative Toppings

Category: Overlays and Toppings

Provider: LATICRETE International, Inc. (J-037) **Program #:** AIA-22 **Credits:** AIA **Length:** 2 Hr

Description:

It's hard to keep up on the latest trends when decorative concrete toppings and overlay technologies are rapidly changing. This program will teach you the secrets to using cement-based, creative chemistry to beat out the competition and maximize your profits. Learn how to install efficiently and profitably through proper project sequence planning and product selection. Case studies of decorative surfaces will be presented and analyzed for successful techniques. This course will also touch on how the green trend is affecting the specification of decorative concrete as a sustainable solution for green building.

Learning Objectives:

At the end of the program, the participant will be able to:

1. Explore the implications of project planning timelines, product selection and post-installation maintenance techniques.
2. Discuss how the green trend is affecting the specification of decorative concrete as a sustainable solution.
3. Compare and contrast the major types of decorative concrete surfaces that are being installed.
4. Identify the key challenges of installing overlayments and the methods for overcoming these obstacles.

Approach:

A PowerPoint presentation that incorporates photo images, project installations and computer animation will be used. There will be a questions and answer period at the end of the program, however, the program is designed to be interactive, and questions are encouraged throughout as well.

A/V Needed:

Electric power and a screen, video system or blank wall for the PowerPoint presentation. (The CES facilitator will provide the laptop and projector).

Target Audience:

Owners, Applicators, Contractors, Superintendents, Estimators, Architects, Specifiers, and other Sales Professionals in the commercial, residential and industrial markets.

Facilitator Qualifications:

The CES facilitators receive in-house training on CES guidelines and presentation skills. All have extensive construction industry experience and up to 25 years in the tile and stone industry.

Cost:

Not Applicable. There is no fee for bringing this program into a firm or chapter meeting.