

# Commercial Installation Systems

## Specialty Vertical Markets



Globally Proven Construction Solutions



Get to know LATICRETE,  
our people, our values  
and our nearly 7 decades  
of innovation.

# Our Company

LATICRETE is a 3rd generation family-owned, customer focused, worldwide manufacturer of green flooring and facade materials, used in residential, commercial and industrial applications.

For nearly 7 decades, LATICRETE has provided the technology, products and service – making innovative, permanent installations and repairs for the construction market worldwide.

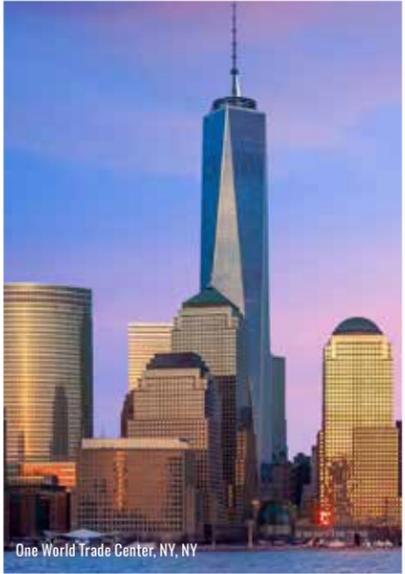
Architecturally specified and professionally endorsed, LATICRETE offers a dedication to quality that results in globally proven solutions for virtually every flooring, waterproofing and facade application.

Partner with trusted and experienced LATICRETE Sales Specialists dedicated to help provide everything needed from a comprehensive system warranty package to superior service.

As LATICRETE continuously sets benchmarks for quality and innovation, the company has grown to employ a workforce of nearly 2,000 [EF1] associates worldwide and operates in and distributes to every continent, with eight plants in the United States including its headquarters in Connecticut, as well as facilities in Brazil, United Arab Emirates, China, India, Singapore, Australia, Norway, Italy, Mexico and Costa Rica. [EF2] [CS3]

“Our global reach allows us to be a local company in every community we serve, providing unmatched performance and support while remaining on the forefront of trendsetting developments.”

— David A. Rothberg, Chairman of LATICRETE



LATICRETE® system solutions have been used in the most prestigious and most demanding buildings in the world, from the One World Trade Center and the metro transit systems in New York City to the world’s tallest buildings including the Burj Khalifa in Dubai and the PETRONAS Towers in Kuala Lumpur, Malaysia. The Olympic swimming pools in Beijing were all done with the LATICRETE system, as was the dramatic Marina Bay infinity pool that sits atop a 50-story tower in Singapore. No other manufacturer in the world has this track record.



# Successful Partners

LATICRETE has dedicated Strategic Account Specialists for every vertical market we serve. Supported by technical field representatives who are proactive in preconstruction planning and jobsite installation training. LATICRETE professionals will provide supply chain logistics ensuring installation success and unmatched product system performance. Including, working directly with your construction teams, general contractors and subcontractors to provide Lean Construction best practices while delivering real value in saving time and labor where many of our products install both safer and faster.

## Services Include

- Specification consulting
- Detailed drawings
- Product mock-ups
- Value-add product bundling
- Anti-microbial additives available
- Identify and track project schedules
- Supply chain logistics
- Local job site support
- Industry leading warranty
- Worldwide availability
- Designated Strategic Account Specialist

## Vertical Markets We Serve

- Healthcare
- Senior Living
- Multifamily
- Residential
- Hospitality
- Education
- Retail
- Convenience Store
- Restaurants
- Automotive
- Fitness Centers



Technical Support



Training & Education



LEED Support



Tailored Product Development



## Single Source 25 Year System Warranty\* Available

Your Strategic Account Specialist will advise and build a product system package that will maximize the strength and longevity of your warranty.

## Provide Product Specific EPDs and HPDs

We are committed to manufacturing products which meet or exceed the requirements of green construction standards to promote a healthy environment for everyone. It's our goal to provide maximum disclosure to allow the design team and building owners a better opportunity to make more informed decisions when it comes to choosing what products will go into their projects.

## LEED Project Certification Assistant

Specifying tile and stone installation materials for projects seeking LEED certification is now faster and easier than ever before. Visit [www.laticrete.com/green](http://www.laticrete.com/green).

## Architectural Resources

All LATICRETE product specifications can be sourced directly at: [www.laticrete.com/ag](http://www.laticrete.com/ag)

## All Architectural Specification Partners Include:

- Full CSI Approved, 3-Part Written Specifications
- CAD Details
- BIM Objects Library
- ANSI Standard Product Selector
- Database of TCNA Methods and Installation Types
- Technical and Safety Data Sheets

## For direct inquiries please email:

[strategicaccountinfo@laticrete.com](mailto:strategicaccountinfo@laticrete.com)



## LATICRETE Architectural Guidebook

Speed up the specification process using our online resource tool as your one stop source for all our products and installation systems specific to your project specification requirements. Create custom specifications based on industry standards for over 100 types of installations in just a few steps. [laticrete.com/ag](http://laticrete.com/ag)



Scan for Architectural Guidebook

Also available in all formats from our industry partners:



# Building System Solutions

Since 1956, LATICRETE has led the industry with pioneering advancements—developing high-performance building materials for architects and construction professionals worldwide. From time-tested to ground-breaking, our broad product portfolio provides superior quality and value. We are fully committed to innovation, growth, and a complete system component approach.



## Tile & Stone Installation Systems Including Tile, Stone & Surface Care

Ensure a successful installation every time with the most comprehensive selection of innovative tile and stone installation materials available worldwide. LATICRETE® products provide complete system solutions from the substrate up through the grout, after all, we invented thin-set. All, on any type of installation in commercial, industrial, and residential applications including water based surface care products that protect you and all natural stone, tile, quartz, porcelain, vinyl and laminate products.

CSI Division 9



## Concrete & Substrate Preparation

A quality finished floor starts with a professionally prepared subfloor, one that guarantees a long lasting, durable installation. Our project tested NXT® surface preparation products are formulated to protect finished floor goods from cracks, moisture vapor and sound transmission. Providing a perfectly flat substrate — ensuring faster installations and longer floor goods life-cycles. And for large volume self-leveling projects, the SUPERCAP® System is a proven time saving, cost-effective system for finishing new concrete or capping existing slabs and is UL GREENGUARD Gold Certified.

CSI Divisions 3 & 9



## Resinous Coating & Floor Finish Systems

SPARTACOTE® flooring offers seamless, safe, highly durable and easy to clean solutions to meet the most demanding flooring challenges. With tailored systems for industries ranging from Healthcare to Restaurants and everything in-between, SPARTACOTE systems help reduce downtime through innovative, quick return to service products proven through years of successful installations. A variety of available textures, finishes and colors allows customization to match any decor.

CSI Divisions 3 & 9



## Adhered Façade & Wall Finish Systems

Keep up with the increasing popularity of adhered masonry veneers. Designed to deliver superior, long-term performance on masonry projects of all types, our revolutionary Masonry Veneer Installation System (MVIS™) is engineered to provide a permanent, high-strength installation. Using an industry leading waterproofing air and water barrier membrane that protects against air and water penetration in both exterior and interior applications. Another industry first that is innovating how buildings are being built better.

CSI Divisions 4 & 7



## Shower Installation Systems

The HYDRO BAN® shower system provides everything you'll need for a worry-free installation. As a single-source supplier, LATICRETE offers waterproof membranes, shower pans, benches, niches and drains all with the trusted performance expected from the HYDRO BAN line. Complete your shower by choosing a variety of LATICRETE adhesives, grouts, sealants and caulks for a beautiful installation that is backed by the industry's best warranty.

CSI Division 9



## Radiant Floor Heating

The STRATA\_HEAT™ floor heating system is the most advanced radiant floor heating system available in the world. Consisting of a high-performance floor heating wire, an uncoupling mat, two WI-FI enabled thermostats and the world's first heat conductive thin-set additive — the system provides you with the most advanced and efficient floor heating system for your next installation.

CSI Division 9



Photo Credit:  
Pavel Bendov / ArchExplorer  
Cornell Tech Campus, Roosevelt Island, NY

Advances in healthcare technology are changing the way medical care and research facilities are being built. These buildings are facing revolutionary transformations affecting the delivery of efficient, around the clock patient-centered care. Optimal patient and staff safety are paramount as are increasingly successful patient outcomes. Much of the future is flexible space – first and foremost, new healthcare projects are being initiated in response to local population growth and needs. Contagion-control and safety protocols put in place during the pandemic are becoming standard for new projects and renovations. Facility re-evaluations have opened doors for more flexible design options that include adaptive reuse. Such as converting a vacant government office building to an inpatient hospital whose units are flexible: they can be made into single 24-bed units or rearranged to include two or three times that number of beds. And large, empty retail buildings are usually in the right locations for adaptive reuse to healthcare facilities. Regardless of their determinations about space, owner-operators are more concerned than ever about making their facilities as germ-free as possible. As a result, many LATICRETE® products are now available in anti-microbial formulations. Consult your Strategic Account Specialist for additional information.

LATICRETE offers complete system solutions designed to enhance the quality, durability and rapid-return-to-service of the various applications within a healthcare facility. Our dedicated sales and technical representatives can help with specifying the best products and installation systems, simplifying the build process while providing owners with unified, single source warranties.

## Healthcare

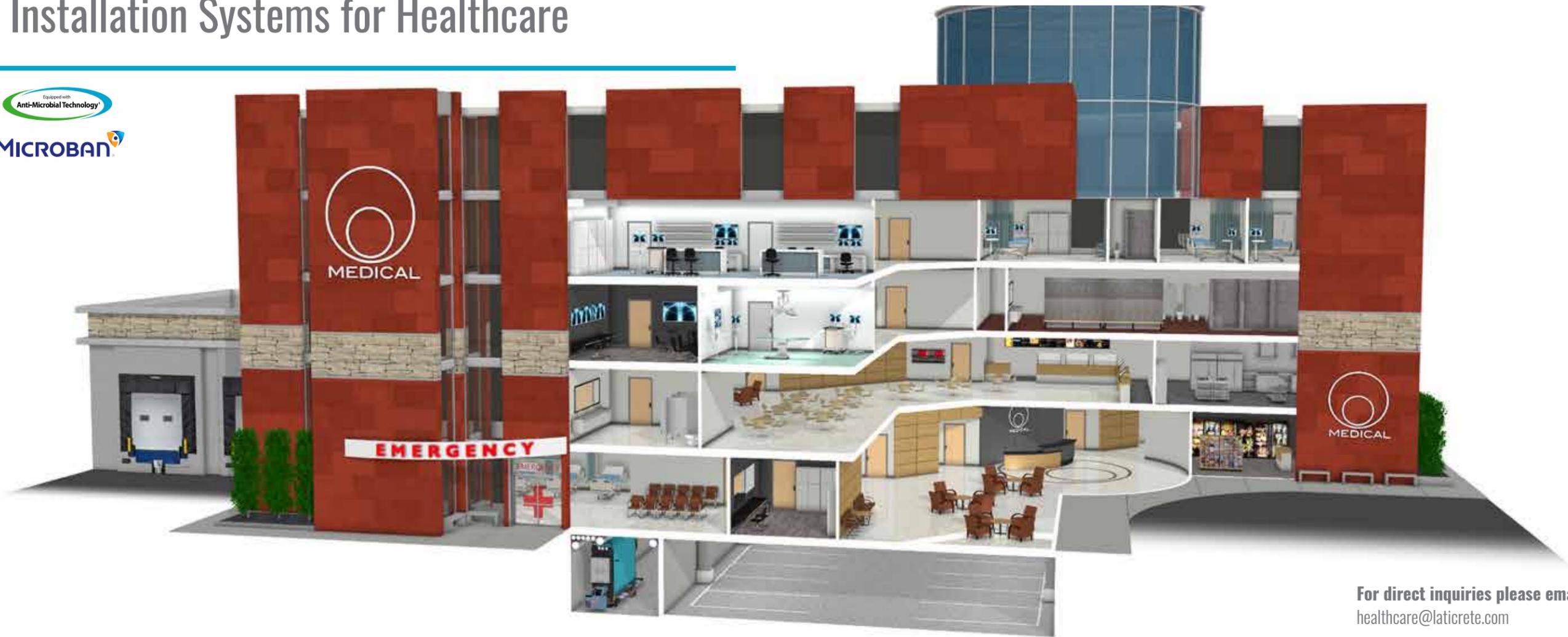
LATICRETE® product and installation technologies are vital in achieving the largest and tallest Passive House building in the world at the Cornell Tech Campus on Roosevelt Island, New York City.

Passive House is the strict international building standard that drastically reduces energy consumption while creating a healthier and more comfortable living environment.



The Children's Hospital of San Antonio, TX

# Proven Installation Systems for Healthcare



For direct inquiries please email:  
healthcare@laticrete.com

## LATICRETE® Systems

Central Sterile, Operating Rooms, Emergency Rooms, Laboratories, Clinics

- Tile & Stone Installation Systems
  - Waterproofing Systems
  - Sound Control Systems
- Resinous Coating & Floor Finish Systems

Patient and Staff Bathrooms

- Tile & Stone Installation Systems
- Shower Installation Systems
- Resinous Coating & Floor Finish Systems

Patient Rooms

- Tile & Stone Installation Systems
  - Sound Control Systems
- Resinous Coating & Floor Finish Systems
- Shower Installation Systems

Water Therapy

- Tile & Stone Installation Systems
  - Steam Room System
  - Submerged Pool Installation
  - Waterproofing System
- Shower Installation Systems

Lobby, Reception, Hallways

- Tile & Stone Installation Systems
  - Fountain Installation Systems
  - Sound Control Systems
- Radiant Floor Heating System
- Resinous Coating & Floor Finish Systems

Laundry and Maintenance

- Tile & Stone Installation Systems
- Resinous Coating & Floor Finish Systems

Public Restrooms

- Tile & Stone Installation Systems
- Resinous Coating & Floor Finish Systems

Kitchen Floors, Food Prep, Cafeterias

- Resinous Coating & Floor Finish Systems
  - SPARTACOTE® Seamless Urethane Flooring
- Tile & Stone Installation Systems

Exterior and Interior Stone Facades

- Adhered Façade & Wall Finish Systems (MVIS™)
  - Seamless air and water barrier for masonry, tile, stone, glass and brick

Exterior Plaza and Patio Systems

- Tile & Stone Installation Systems
  - Fountain Installation System
  - Plaza and Deck Installation System

Parking Garages

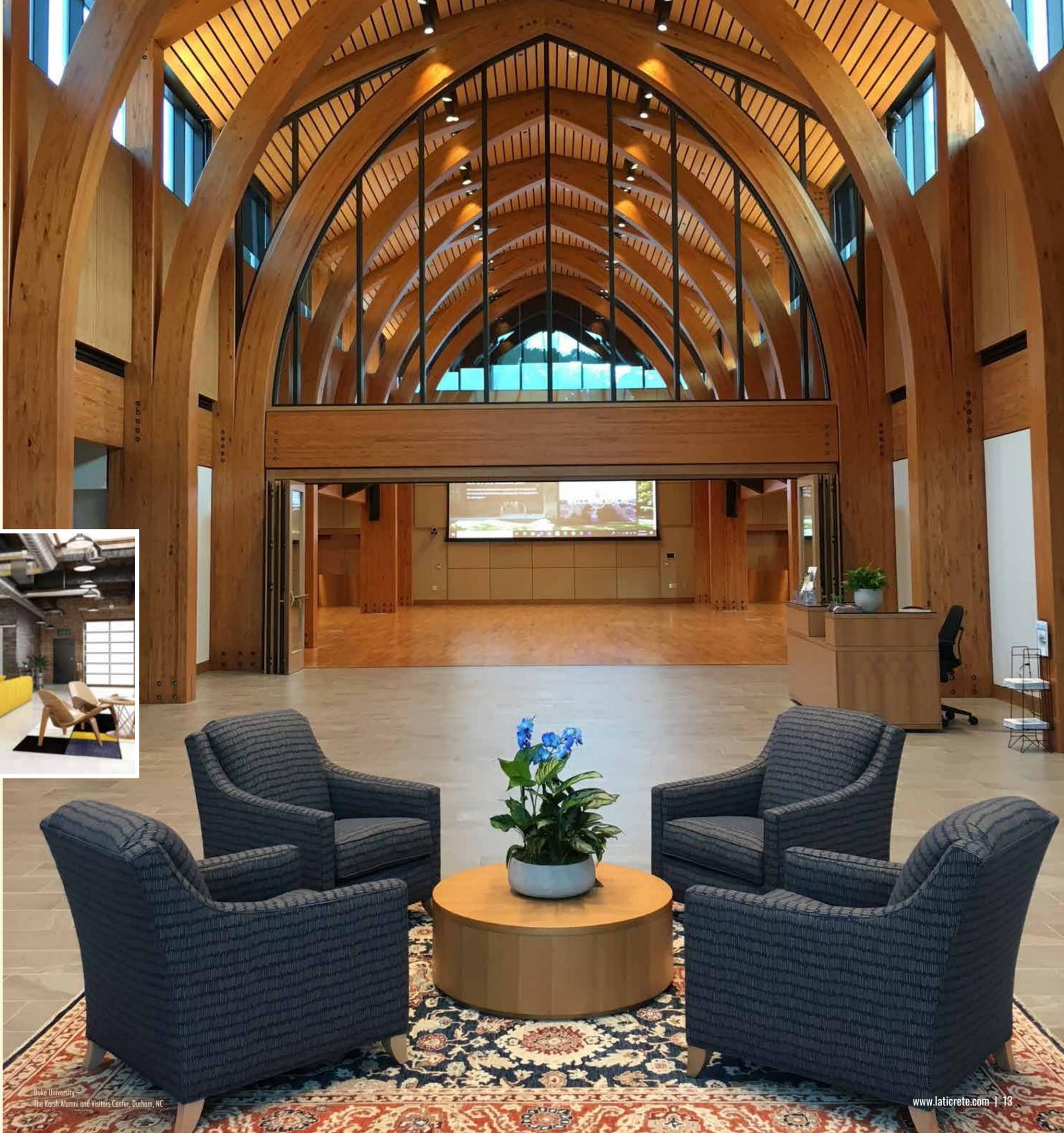
- Resinous Coating & Floor Finish Systems
- Tile & Stone Installation Systems

All Subfloors

- Concrete & Substrate Preparation
  - NXT® Moisture Mitigation
  - NXT Surface Preparation
  - NXT Decorative Overlayments
  - SUPERCAP® SLU Bulk Delivery System

Higher education institutions are planning for a future that includes fully engaged students and campuses bustling with activity. Architectural and engineering firms are focused on renovation, modernization, and major new construction of everything from life science facilities to theaters. Science and research, business, engineering, computer science, libraries, arts and general classrooms lead the renovations and new facility construction focus. Recent benchmarking indicates that over half of colleges and universities are reviewing their campus master plans. A LATICRETE dedicated Strategic Account Specialist will help you specify product systems delivering performance and value for decades to come.

## Education



# Proven Installation Systems for Education

## LATICRETE® Systems

### Exterior Plaza and Patio Systems

- **Tile & Stone Installation Systems**
  - Pool and Spa Tile System
  - Submerged Pool Installation
  - Plaza and Deck Installation System

### Common Areas

- **Tile & Stone Installation Systems**
  - Sound Control Systems
- **Resinous Coating & Floor Finish Systems**

### Hallways

- **Tile & Stone Installation Systems**
  - Sound Control Systems
- **Resinous Coating & Floor Finish Systems**

### Classrooms and Labs

- **Tile & Stone Installation Systems**
  - Sound Control Systems
- **Resinous Coating & Floor Finish Systems**
  - SPARTACOTE® Seamless Urethane Flooring

### Fitness Center

- **Tile & Stone Installation Systems**
  - Sound Control Systems
- **Resinous Coating & Floor Finish Systems**

### Cafe and Dining Areas

- **Tile & Stone Installation Systems**
  - Sound Control Systems

### Resinous Coating & Floor Finish Systems

### Commercial Kitchen Floors and Food Prep Areas

- **Resinous Coating & Floor Finish Systems**
  - SPARTACOTE® Seamless Urethane Flooring

### Tile & Stone Installation Systems

### Public Restrooms

- **Tile & Stone Installation Systems**
- **Resinous Coating & Floor Finish Systems**

### Entries and Lobbies

- **Tile & Stone Installation Systems**
  - Fountain Installation

### Locker Rooms

- **Tile & Stone Installation Systems**
  - Sound Control Systems
  - Waterproofing Systems
- **Resinous Coating & Floor Finish Systems**
- **Shower Installation Systems**
- **Radiant Floor Heating System**

### Exterior and Interior Stone Facades

- **Adhered Façade & Wall Finish Systems (MVIS™)**
  - Seamless air and water barrier for masonry, tile, stone, and brick

### Dorm Bathrooms

- **Tile & Stone Installation Systems**
  - Sound Control Systems
  - Waterproofing Systems
- **Resinous Coating & Floor Finish Systems**
- **Shower Installation Systems**
- **Radiant Floor Heating System**

### Dorm Floors

- **Tile & Stone Installation Systems**
  - Sound Control Systems
- **Resinous Coating & Floor Finish Systems**

### Stadiums, Halls, and Theaters

- **Tile & Stone Installation Systems**
  - Sound Control Systems
  - Plaza and Deck Installation System
- **Resinous Coating & Floor Finish Systems**

### All Subfloors

- **Concrete & Substrate Preparation**
  - NXT® Moisture Mitigation
  - NXT Surface Preparation
  - NXT Decorative Overlayments
  - SUPERCAP® SLU Bulk Delivery System



For direct inquiries please email:  
education@laticrete.com



A Senior Living environment has some of the most complex needs of any built environment. It's a place to call home, a place to nourish bodies and minds, a place to receive care and a place to make friends. Whether you have a new construction, remodel or renovation project, you want it to be architecturally pleasing and you want it to perform and be a safe place for those we love and care for. It's a complex system, so you want a comprehensive system supporting your design. That's where LATICRETE can help and be a partner. We build those systems that support your finish materials, giving them the best opportunity to perform the way you intended.

## Senior Living

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# Proven Installation Systems for Senior Living



For direct inquiries  
please email:  
[seniorliving@laticrete.com](mailto:seniorliving@laticrete.com)

## LATICRETE® Systems

### Massage Therapy Room

- **Tile & Stone Installation Systems**
- **Radiant Floor Heating System**

### Hallways

- **Tile & Stone Installation Systems**
- **Sound Control Systems**

### Resident Kitchen and Dining Areas

- **Tile & Stone Installation Systems**
- **Sound Control Systems**

### Resident Bathrooms

- **Tile & Stone Installation Systems**
- **Resinous Coating & Floor Finish Systems**
- **Shower Installation Systems**
- **Radiant Floor Heating System**

### Resident Bedroom Tile Floors

- **Tile & Stone Installation Systems**
- **Sound Control Systems**

### Salon

- **Tile & Stone Installation Systems**
- **Resinous Coating & Floor Finish Systems**

### Entries and Lobbies

- **Tile & Stone Installation Systems**
- **Water Feature Installation System**

### Community Bathrooms

- **Tile & Stone Installation Systems**
- **Resinous Coating & Floor Finish Systems**

### Commercial Kitchen Floors and Food Prep Areas

- **Resinous Coating & Floor Finish Systems**
- **SPARTACOTE® Seamless Urethane Flooring**
- **Tile & Stone Installation Systems**

### Restaurant Dining Areas

- **Tile & Stone Installation Systems**
- **Adhered Façade & Wall Finish Systems (MVIS™)**

### Spa and Steam Room

- **Tile & Stone Installation Systems**
- **Steam Room System**
- **Pool Installation System**
- **Waterproofing System**
- **Adhered Façade & Wall Finish Systems (MVIS)**

### Locker Room

- **Tile & Stone Installation Systems**
- **Resinous Coating & Floor Finish Systems**
- **Shower Installation Systems**

### Fitness Center

- **Tile & Stone Installation Systems**
- **Sound Control Systems**
- **Resinous Coating & Floor Finish Systems**

### Exterior and Interior Stone Facades

- **Adhered Façade & Wall Finish Systems (MVIS)**
- **Seamless air and water barrier for masonry, tile, stone, glass and brick**

### Pool, Plaza and Patio Decks

- **Tile & Stone Installation Systems**
- **Pool and Spa Tile System**
- **Submerged Pool Installation**
- **Plaza and Deck Installation System**

### All Subfloors

- **Concrete & Substrate Preparation**
- **NXT® Moisture Mitigation**
- **NXT Surface Preparation**
- **NXT Decorative Overlayments**
- **SUPERCAP® SLU Bulk Delivery System**

Multifamily housing continues to address a full range of price options. While higher-end products remain the most attractive, there is a trend to design and build quality mid-level properties that accommodate home offices for millennial tenants and buyers. Developers want single-source suppliers, rapid curing installation systems and industry leading warranty protection. LATICRETE delivers all these benefits including specification writing support, system bundling for value, supply chain logistics, on site technical and installation support and a wide product range. Most of all, saving time on construction schedules while specifying best-in-class products means you have more to sell in less time.

## Multifamily

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# Proven Installation Systems for Multifamily



## Cafe Areas

- **Tile & Stone Installation Systems**
  - Sound Control Systems
- **Polished Concrete and Decorative Overlayments**

## Fitness Center

- **Tile & Stone Installation Systems**
  - Sound Control Systems
- **Resinous Coating & Floor Finish Systems**

## Hallways

- **Tile & Stone Installation Systems**
  - Sound Control Systems
- **Resinous Coating & Floor Finish Systems**
- **Polished Concrete and Decorative Overlayments**

## Storage Areas

- **Resinous Coating & Floor Finish Systems**
- **Tile & Stone Installation Systems**

## Entries and Lobbies

- **Tile & Stone Installation Systems**
  - Water Feature Installation System
- **Polished Concrete and Decorative Overlayments**

## Exterior and Interior Stone Facades

- **Adhered Façade & Wall Finish Systems (MVIS™)**
  - Seamless air and water barrier for masonry, tile, stone, glass and brick

## Parking Garage

- **Resinous Coating & Floor Finish Systems**
- **Tile & Stone Installation Systems**

## All Subfloors

- **Concrete & Substrate Preparation**
  - NXT® Moisture Mitigation
  - NXT Surface Preparation
  - NXT Decorative Overlayments
  - SUPERCAP® SLU Bulk Delivery System

For direct inquiries please email:  
[multifamily@laticrete.com](mailto:multifamily@laticrete.com)

## LATICRETE® Systems

### Pool, Plaza and Patio Decks

- **Tile & Stone Installation Systems**
  - Pool and Spa Tile System
  - Pool Installation System
  - Plaza and Deck Installation System

### Pool, Bathroom and Showers

- **Tile & Stone Installation Systems**
- **Resinous Coating & Floor Finish Systems**
- **Shower and Steam Room Installation Systems**

### Living Room and Bedrooms

- **Tile & Stone Installation Systems**
  - Sound Control Systems

### Bathrooms

- **Tile & Stone Installation Systems**
- **Shower and Steam Room Installation Systems**
- **Radiant Floor Heating System**

### Kitchens

- **Tile & Stone Installation Systems**
  - Sound Control Systems

### Spa Areas

- **Tile & Stone Installation Systems**
- **Shower and Steam Room Installation Systems**
- **Radiant Floor Heating System**



LATICRETE has the most comprehensive selection of tile, stone, shower, pool and spa installation products available for virtually any application in residential homes. We also offer a broad portfolio of products for a wide variety of installation types, including exterior and interior masonry applications, concrete surface preparation and seamless resinous flooring for basements and garages.

We are fully committed to innovative products that make installations faster, safer and long lasting – all backed by the best warranties in the industry. Our dedicated Strategic Account Specialist will cater to your specific needs. And, our team provides specification writing support, product bundling for best value, supply chain logistics and installation best practices training. LATICRETE offers experienced team members who anticipate challenges and provide professional peace-of-mind.

## Residential



# Proven Installation Systems for Residential



For direct inquiries please email:  
residential@laticrete.com

## LATICRETE® Systems

### Exterior Pool and Patio Decks

- **Tile & Stone Installation Systems**
  - Pool and Spa Tile System
  - Pool Installation Systems
  - Plaza and Deck Installation System

### Bathrooms

- **Tile & Stone Installation Systems**
- **Shower and Steam Room Installation Systems**
- **Radiant Floor Heating System**

### Living Room & Bedrooms

- **Tile & Stone Installation Systems**
  - Sound Control Systems
- **Radiant Floor Heating System**

### Kitchens

- **Tile & Stone Installation Systems**

### Family Rooms

- **Tile & Stone Installation Systems**
- **Concrete & Substrate Preparation**
  - NXT® Decorative Overlayments

### Storage Areas and Basements

- **Tile & Stone Installation Systems**
- **Resinous Coating & Floor Finish Systems**

### Garage

- **Resinous Coating & Floor Finish Systems**
- **Concrete & Substrate Preparation**
  - NXT Decorative Overlayments

### Exterior and Interior Stone Facades

- **Adhered Façade & Wall Finish Systems (MVIS™)**
  - Seamless air and water barrier for masonry, tile, stone, glass and brick

### All Subfloors

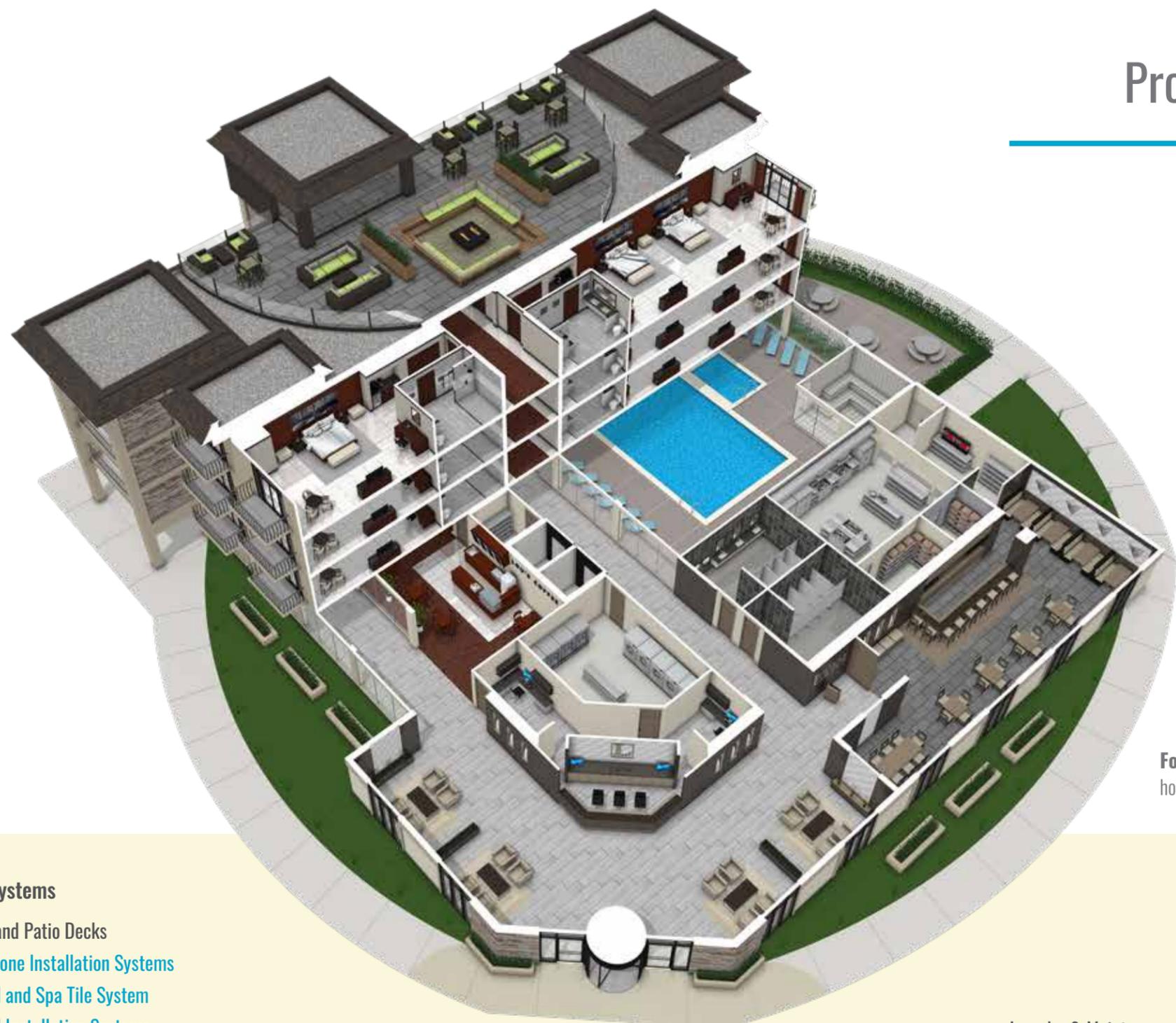
- **Concrete & Substrate Preparation**
  - NXT® Moisture Mitigation
  - NXT Surface Preparation
  - NXT Decorative Overlayments
  - SUPERCAP® SLU Bulk Delivery System

Hotel guests deserve the very best a hospitality brand can offer. In both front-of-the-house and back-of-the-house, cleanliness and durability cannot be overstated. Maintaining appearance while withstanding continuous heavy use is expected. From guest rooms and baths to public areas, food prep, service and dining, spas, gyms, swimming pools and fountains are all customer experience encounters that reflect the value and trust the brand offers. Facilities must be fresh, clean and in trend in every way. Renovations must have rapid turnarounds with minimum disruption to guests and owners. Installing LATICRETE® professional grade products supports your hotels' promise to deliver the very best, every day.

## Hospitality



# Proven Installation Systems for Hospitality



For direct inquiries please email:  
[hospitality@laticrete.com](mailto:hospitality@laticrete.com)

## LATICRETE® Systems

### Pool, Plaza and Patio Decks

- **Tile & Stone Installation Systems**
  - Pool and Spa Tile System
  - Pool Installation Systems
  - Plaza and Deck Installation System
- **Resinous Coating & Floor Finish Systems**

### Guest Rooms and Bathrooms

- **Tile & Stone Installation Systems**
  - Sound Control Systems
  - Steam Room System
  - Waterproofing System
- **Shower Installation Systems**
- **Radiant Floor Heating System**

### Lobby, Reception, Hallways

- **Tile & Stone Installation Systems**
  - Fountain Installation System

### Café, Food Prep & Storage

- **Tile & Stone Installation Systems**
  - Waterproofing System
- **Resinous Coating & Floor Finish Systems**
  - SPARTACOTE® Seamless Urethane Flooring

### Laundry & Maintenance

- **Tile & Stone Installation Systems**
- **Resinous Coating & Floor Finish Systems**

### Public Restrooms

- **Tile & Stone Installation Systems**
- **Resinous Coating & Floor Finish Systems**

### Commercial Kitchen and Food Prep Areas

- **Tile & Stone Installation Systems**
- **Resinous Coating & Floor Finish Systems**
  - SPARTACOTE Seamless Urethane Flooring

### Restaurant Dining Areas

- **Tile & Stone Installation Systems**
  - Sound Control Systems
- **Adhered Façade & Wall Finish Systems (MVIS™)**

### Spa and Steam Room

- **Tile & Stone Installation Systems**
  - Steam Room System
  - Submerged Pool Installation
  - Waterproofing System
- **Adhered Façade & Wall Finish Systems (MVIS)**

### Locker Room

- **Tile & Stone Installation Systems**
  - Waterproofing System
- **Resinous Coating & Floor Finish Systems**
- **Shower Installation Systems**

### Fitness Center

- **Tile & Stone Installation Systems**
  - Sound Control Systems
- **Resinous Coating & Floor Finish Systems**

### Exterior and Interior Stone Facades

- **Adhered Façade & Wall Finish Systems (MVIS)**
  - Seamless air and water barrier for masonry, tile, stone, and brick

### All Subfloors

- **Concrete & Substrate Preparation**
  - NXT® Moisture Mitigation
  - NXT Surface Preparation
  - NXT Decorative Overlayments
  - SUPERCAP® SLU Bulk Delivery System

Changing Physical Spaces – With the growth of takeout and delivery, many restaurants have reduced the footprint of their dining room to dedicate more space for cooking, preparing orders and storing fresh supplies. The acceleration of digital will also make curbside pickup windows and lanes more relevant. Focusing on cleanliness and delivering a reliable, trustworthy experience will keep customers coming back. Restaurants have always had compliance requirements from municipal health departments. Today, restaurants are doubling down on these efforts. Customers are looking for restaurants to be transparent about their cleanliness procedures. LATICRETE has experienced and dedicated Strategic Account Specialists to help you specify product systems that will help keep installed finishes looking great, withstand constant cleaning including many products that have anti-microbial additives.

#### Restaurants: Front of House

Restaurants need attractive flooring that's inviting to guests but also durable enough to withstand constant use and cleaning. LATICRETE has solutions that meet and often exceed the demands of the food service industry.

#### Commercial Kitchens:

Commercial kitchens can be very harsh environments for tile installations. The constant cycle of fatty and acidic food buildup—and continual scouring and steam cleaning—can damage surfaces over time. Selecting the right system of installation products is the recipe for success.

## Restaurants

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# Proven Installation Systems for Restaurants



For direct inquiries please email:  
[restaurants@laticrete.com](mailto:restaurants@laticrete.com)

## LATICRETE® Systems

### Exterior/Interior Stone Facades

- Adhered Façade & Wall Finish Systems (MVIS™)
  - Seamless air and water barrier for masonry, tile, stone, and brick

### Exterior Dining Areas

- [Tile & Stone Installation Systems](#)
  - [Plaza and Deck Installation System](#)

### Reception, Dining Rooms and Bar

- Adhered Façade & Wall Finish Systems (MVIS)
- [Tile & Stone Installation Systems](#)
- [Resinous Coating & Floor Finish Systems](#)

### Commercial Kitchen, Food Prep and Storage

- [Tile & Stone Installation Systems](#)
  - [Waterproofing System](#)
- [Resinous Coating & Floor Finish Systems](#)
  - [SPARTACOTE® Seamless Urethane Flooring](#)

### Maintenance and Service Rooms

- [Tile & Stone Installation Systems](#)
- [Resinous Coating & Floor Finish Systems](#)

### Public Restrooms

- [Tile & Stone Installation Systems](#)
- [Resinous Coating & Floor Finish Systems](#)

### All Subfloors

- [Concrete & Substrate Preparation](#)
  - [NXT® Moisture Mitigation](#)
  - [NXT Surface Preparation](#)
  - [NXT Decorative Overlayments](#)
  - [SUPERCAP® SLU Bulk Delivery System](#)



LATICRETE is a world-wide manufacturer of flooring products for retail and many other commercial applications. Products include tile and stone setting materials, surface preparation, decorative and resinous floor coatings, and masonry veneer installation systems for facades. Our dedicated Strategic Account Specialist will support your teams throughout the life cycle of each store location worldwide. They will help you specify the right mix of products, assist in training for construction teams and contractors, work through project tracking, provide local technical support and ensure owners receive the best warranty protection in the business. With eight manufacturing, warehouse and shipping locations and 100's of distributors across North America, you are assured of a rapid supply chain response, helping to keep projects on schedule. LATICRETE® products help you finish your jobs faster and safer to minimize disruption and downtime by specifying rapid curing systems, as well as built-in anti-microbial technology.

## Retail

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# Proven Installation Systems for Retail



## LATICRETE® Systems

### Nail & Hair Salon

- **Tile & Stone Installation Systems**
  - Sound Control Systems
- **Resinous Coating & Floor Finish Systems**

### Retail Tenant Spaces

- **Tile & Stone Installation Systems**
  - Sound Control Systems
- **Resinous Coating & Floor Finish Systems**

### Concourse

- **Tile & Stone Installation Systems**
  - Sound Control Systems

### Public Restrooms

- **Tile & Stone Installation Systems**
- **Resinous Coating and Floor Finish System**

### Commercial Kitchen, Food Prep and Storage

- **Tile & Stone Installation Systems**
  - Waterproofing System
- **Resinous Coating and Floor Finish System**
  - SPARTACOTE® Seamless Urethane Flooring

### Dining Rooms and Cafeteria Areas

- **Tile & Stone Installation Systems**
- **Resinous Coating and Floor Finish System**
- **Adhered Façade & Wall Finish Systems (MVIS™)**

### Fountains, Plaza and Patio Decks

- **Tile & Stone Installation Systems**
  - Pool and Spa Tile System
  - Pool Installation System
  - Plaza and Deck Installation System
  - Water Feature Installation System
- **Resinous Coating and Floor Finish System**

### Exterior/Interior Stone Facades

- **Adhered Façade and Wall Finish Systems (MVIS)**
  - Seamless air and water barrier for masonry, tile, stone, and brick

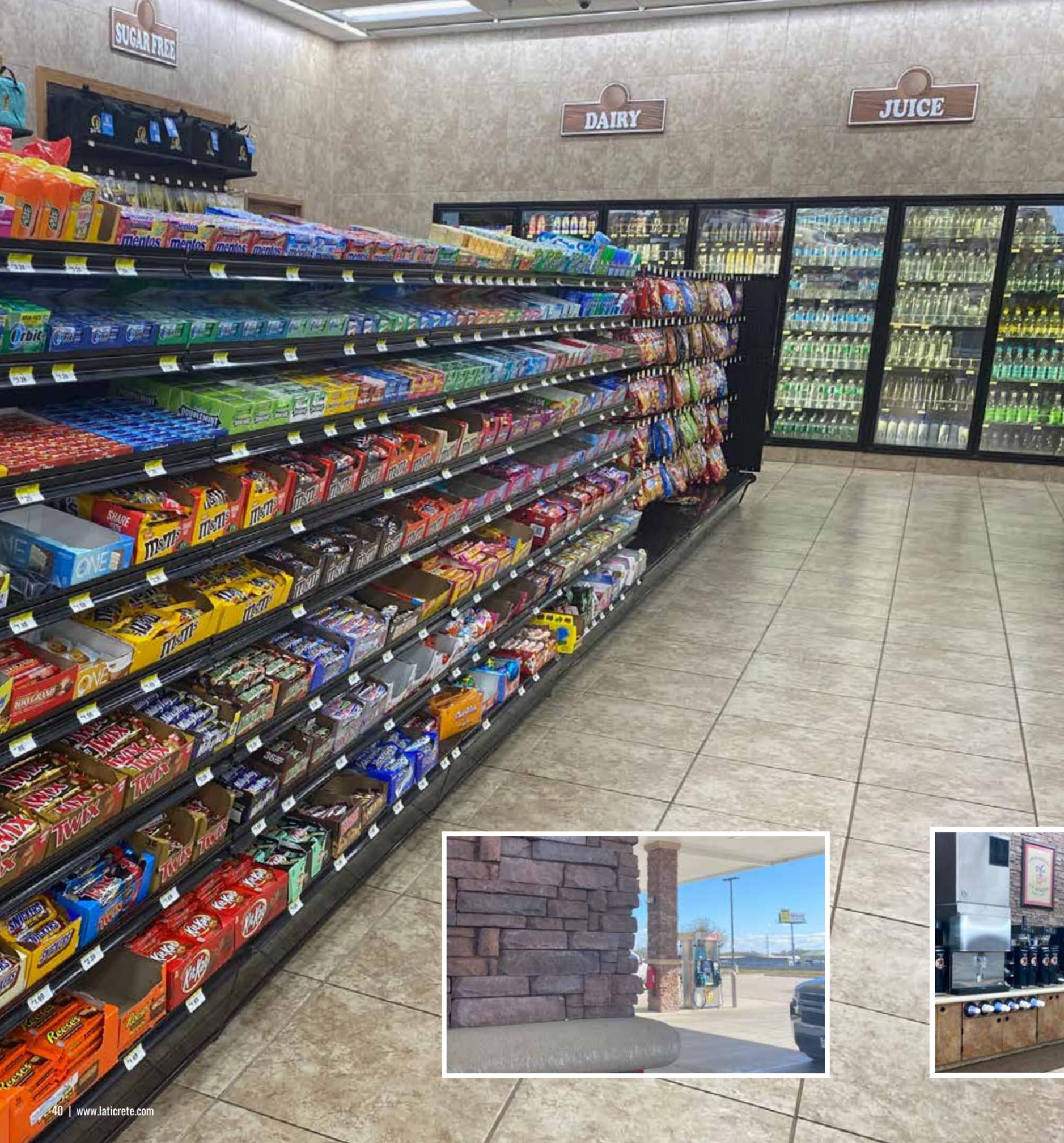
### Parking Garage

- **Tile & Stone Installation Systems**
- **Resinous Coating & Floor Finish Systems**

For direct inquiries please email:  
retail@laticrete.com

### All Subfloors

- **Concrete & Substrate Preparation**
  - NXT® Moisture Mitigation
  - NXT Surface Preparation
  - NXT Decorative Overlayments
  - SUPERCAP® SLU Bulk Delivery System



Over 150,000 C-Stores are operating throughout the country, and they continue to thrive, especially those that sell fuel. Stores are bigger, brighter, cleaner and more functional than ever. Location, design and construction quality elevates the customer experience and loyalty to these regional and national branded stores. Customers know and trust where they choose to stop and shop. LATICRETE has dedicated Strategic Account Specialists who support owners, architects and brand teams in choosing high performance product systems for interiors and exteriors, providing durable, anti-microbial surfaces and low maintenance solutions. Plus, we'll be on every job, ensuring general contractors and subcontractors benefit from our installation and technical training resources.

## C-Stores

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# Proven Installation Systems for C-Stores



For direct inquiries please email:  
[cstores@laticrete.com](mailto:cstores@laticrete.com)

## LATICRETE® Systems

### Fuel Pump Islands and Building Facades

- Adhered Façade & Wall Finish Systems (MVIS™)
  - Seamless air and water barrier for masonry, tile, stone, and brick

### Retail Spaces

- Tile & Stone Installation Systems
- Resinous Coating & Floor Finish Systems
- Adhered Façade & Wall Finish Systems (MVIS)

### Public and Trucker Bath and Shower Rooms

- Tile & Stone Installation Systems
- Shower Installation Systems
- Resinous Coating & Floor Finish Systems

### Café Areas

- Tile & Stone Installation Systems
- Resinous Coating & Floor Finish Systems
  - SPARTACOTE® Seamless Urethane Flooring
- Adhered Façade & Wall Finish Systems (MVIS)

### Service and Maintenance Areas

- Tile & Stone Installation Systems
- Resinous Coating & Floor Finish Systems

### Exterior/Interior Stone Facades

- Adhered Façade & Wall Finish Systems (MVIS)

### Exterior Picnic Areas

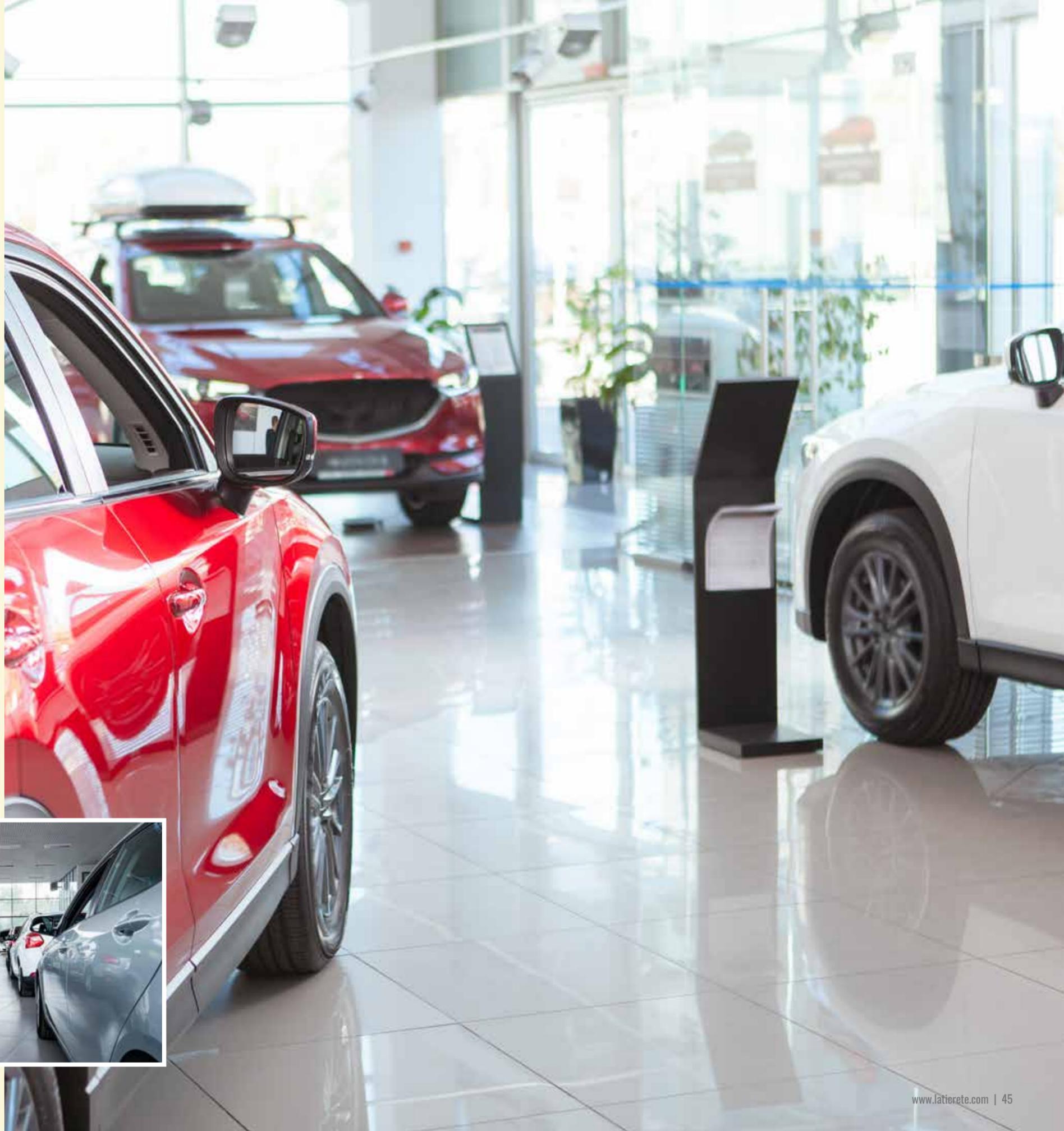
- Tile & Stone Installation Systems
  - Plaza and Deck Installation System

### All Subfloors

- Concrete & Substrate Preparation
  - NXT® Moisture Mitigation
  - NXT Surface Preparation
  - NXT Decorative Overlayments
  - SUPERCAP® SLU Bulk Delivery System

Auto showrooms are now more than ever, portals into the car brand. Customers want to take their business to a professional and comfortable atmosphere where they can put their trust. As those brands mature, they develop touch points unique to the brand to differentiate from the next brand. These mandates can encompass everything from the exterior façade to the colors of the interior walls to the floors and furniture where customers wait for service. Open floor plans bring new life to car selling, creating a transparency between your business and your customers. Service and customer lounge areas need to be bright, clean, inviting and comfortable – providing café style amenities that today's automobile customers expect. Dedicated LATICRETE Strategic Account Specialists provide value engineered pre-construction planning through our product system specification support and includes jobsite installation support ensuring grand openings are successful for years to come.

## Auto Dealerships





# Proven Installation Systems for Auto Dealerships



For direct inquiries please email:  
automotive@laticrete.com

## LATICRETE® Systems

### Showroom

- Tile & Stone Installation Systems
- Resinous Coating & Floor Finish Systems

### Reception Areas

- Tile & Stone Installation Systems
- Resinous Coating & Floor Finish Systems

### Public Restrooms

- Tile & Stone Installation Systems
- Resinous Coating & Floor Finish Systems

### Customer Café and Lounge Area

- Tile & Stone Installation Systems
- Resinous Coating & Floor Finish Systems
- Adhered Façade & Wall Finish Systems (MVIS™)

### Service and Maintenance Areas

- Tile & Stone Installation Systems
- Resinous Coating & Floor Finish Systems

### Exterior/Interior Stone Facades

- Adhered Façade & Wall Finish Systems (MVIS™)
  - Seamless air and water barrier for masonry, tile, stone, glass and brick

### Exterior Picnic Areas

- Tile & Stone Installation Systems
  - Plaza and Deck Installation System

### All Subfloors

- Concrete & Substrate Preparation
  - NXT® Moisture Mitigation
  - NXT Surface Preparation
  - NXT Decorative Overlayments
  - SUPERCAP® SLU Bulk Delivery System

# LATICRETE® Product System Installation Reference

## Vapor Reduction Systems



### VAPOR BAN™ Primer ER

- All-In-One Moisture Vapor Barrier and Primer Applied in One-Step
- No sand broadcast or primer needed, turns 2 steps into 1
- Ready for SLU or finished flooring in 3-4 hours
- Saves time and labor
- Easy-to-use with hardwood, vinyl, rubber, carpet, tile and stone

## Self-Leveling and Underlayment Systems



### NXT® Primer

- Deep penetrating formula maximizes bond strength
- Multi-purpose and can be used on a wide range of substrates

### NXT Level Plus

- High quality cement based self-leveling underlayment for use in leveling interior plywood, OSB, gypsum and concrete substrates
- Install from 1/8" – 1 1/4" (3–32 mm) in a single lift
- Apply directly over concrete with RH of 100% or less per ASTM F2170
- Fiber-reinforced

## Sound Control



### 170 & 170.5 Sound & Crack Isolation Mat

- This acoustical floor underlayment muffles impact noises through ceramic tiles, stone and other hard surfacing materials while protecting tile from crack disfiguration
- Comprised of 89% post-consumer recycled content\*, it contributes to LEED credits, is eco-friendly and GREENGUARD certified

- 170.5 has a Delta IIC rating of 22 per ASTM 2179 Delta Impact Insulation Class exceeds code requirement through independent testing
  - With an IIC rating of 50, it is approved for Commercial Use per the International Building Code
- ### 125 TRI-MAX®
- Provides incredible sound isolation protection while simultaneously protecting the tile or stone finish from any cracking by reducing the transmission of stresses in the substrate through to the tile or stone finish
  - Lightweight, easy to use, fiber reinforced producing a stronger bond
  - Equipped with anti-microbial technology

## Epoxy Adhesives



### LATAPOXY® 300 Adhesive

- Ideal for installing moisture sensitive marble and agglomerate tiles
- Maximum chemical resistance
- Superior bond strength

### LATAPOXY BIOGREEN™ 300 Adhesive

- Made with biobased, sustainable materials
- Ideal for installing moisture sensitive marble and agglomerate tiles
- Maximum chemical resistance
- Superior bond strength

### LATAPOXY 310 Stone Adhesive

- A two component, high strength epoxy adhesive, which is formulated for the spot bonding method of tile and stone installations on vertical surfaces
- Fast Permanent Bond—45 minutes to 1 hour set time
- Easy to Use—1:1 mixing ratio by volume
- Non-Staining—ideal for white and light colored marbles, other stones and tiles
- Non-Sag—when applied up to 1" (25 mm) thick
- Rapid version available for faster curing



## Floor Warming System



### STRATA\_HEAT™ System

- High quality, single source, radiant floor heating solution that delivers exceptional performance and durability
- Energy efficient and easy-to-install with flexible layout options
- Your choice of two Wi-Fi capable thermostats
- Patent pending thin-set additive utilizes Thermal Diffusion Technology™ which helps to eliminate cold spots and optimizes efficiency

## Uncoupling Mats



### STRATA\_MAT™ and STRATA\_MAT XT®

- Designed to replace traditional underlayment materials
- For use under ceramic tile and stone installations, for both residential and commercial applications
- Eliminates transmission of in plane substrate cracks of up to 1/8" (3 mm)
- Rated Extra Heavy per TCNA as tested using ASTM C627 (for STRATA\_MAT only)
- At 5/16" (7.9 mm) thick STRATA\_MAT XT helps to create an even transition between typical 1/4" to 3/8" (3 to 9 mm) thick tile and 3/4" (19 mm) thick hardwood flooring

## Membranes



### FRACTURE BAN™

- Provides anti-fracture/sound reduction in one convenient easy to install product
- Prevents in plane cracks up to 3/8" (9.5 mm)
- Achieves an extra heavy commercial rating ideal for interior installations such as shopping malls, retail stores, offices, hospitality, and multi-family

- Available in 2 different thicknesses: 40 mil and 90 mil

## Silicone Sealants



### LATASIL™

- 100% silicone sealant
- Matches all 40 grout colors and clear
- Resistant to pool chemicals

### LATASIL 9118 Primer

- Used for all pool/submerged applications

## Masonry Veneer Installation System (MVIS)™



### MVIS™ Air & Water Barrier

- Single component, load bearing, fluid applied membrane
- Designed for use as a waterproofing, crack isolation, and air barrier behind most exterior wall claddings
- Excellent bond strength to a wide variety of substrates
- Exceeds ICC-ES AC 212

### MVIS Veneer Mortar

- For interior and exterior installation of adhered masonry veneer, natural stone, and thin brick
- Exceeds ASTM C270 compressive strength requirements for masonry veneer installations

### MVIS Premium Pointing Mortar

- Ideal for floors and walls (joint widths 1/4"–1/2" [6.35 mm–12 mm])
- Designed for exterior and interior use
- Provides a joint that is dense, hard and durable
- Available in 9 colors

## HYDRO BAN® Shower Installation Systems



### HYDRO BAN®

- Liquid applied, thin waterproofing membrane that combines performance and productivity
- Anti-fracture protection of up to 1/8" (3 mm) over shrinkage and other non-structural cracks
- Bonds directly to most commonly used material

### HYDRO BAN Board

- Lightweight, ready to tile wall board
- IAPMO approved – for steam showers/rooms as single membrane
- Works in conjunction with LATICRETE® tile and stone installation materials
- Board thicknesses range from 1/4" to 2" (6.35 mm to 50.8 mm)

## Grouts



### PERMACOLOR®

- Improved stain resistance
- Consistent color
- Fast setting
- Equipped with Microban® antimicrobial product protection
- Ideal for residential and commercial applications

### PERMACOLOR Select®

- No sealing required – equipped with STONETECH® Sealer Technology
- Fast setting – ready for foot traffic in as little as 3 hours
- Equipped with Microban® antimicrobial product protection
- Available in 40 colors plus top competitor colors
- Also available in over 10,000 colors with the PERMACOLOR Select ANYCOLOR™ program
- Available in non-sanded option (PERMACOLOR Select® NS)

## Thin Bed Mortars



### 257 TITANIUM™

- The ultimate, lightweight, polymer fortified, thin-set mortar that is ideal for the installation of Gauged Porcelain Tile (GPT) and Gauged Porcelain Tile Panels/slabs (GPTP), porcelain and glass tile as well as exterior and submerged applications
- Contains no respirable crystalline silica levels that exceed the OSHA action level\*

### 254 Platinum

- Premium, polymer-fortified, thin-set mortar that provides unsurpassed strength and versatility
- Ideal for interior, exterior and submerged applications on virtually all substrates and applications

## Premium Mortar Bed



### 3701 Fortified Mortar

- Premixed – no job site blending of powders required
- High strength formula

### 3701 Lite Fortified Mortar

- Lightweight
- Silica Free

### HYDRO BAN Sheet Membrane

- ASTM E96/E96M Procedure E-0.06 Perms, and IAPMO approved – for steam showers/rooms as single membrane
- Complete line of accessories – such as seam tape and inside and outside corners

### HYDRO BAN Pre-Formed Benches, Seats and Niches

- Waterproof and ready to tile
- Lightweight and durable
- Easy to install with LATICRETE premium setting materials

### HYDRO BAN Pre-Sloped Shower Pans

- Factory installed, code approved waterproofing meets IAPMO-PS-46 and ANSI A118.10 requirements
- Comes with a factory installed drain/waste line connection and drain assembly
- Pre-sloped, ready-to-tile pan

### HYDRO BAN Bonding Flange Drain

- Eliminates pre-slope and primary shower pan for a faster installation
- Compatible with 3701 Mortar Bed and HYDRO BAN® providing a complete waterproof assembly
- Bonding flange available in both ABS and PVC

### HYDRO BAN Linear Drain

- Low profile design is ideal for large format tile and stone
- Allows for placement along walls and intermediate locations
- Adjustable grate height allows for range of tile or stone thicknesses
- Available in a number of different sizes and finishes

## Epoxy Grouts



### SPECTRALOCK® 1

- Strongest pre-mixed grout on the market – Meets ANSI A118.3\*
- SPECTRALOCK 1 outperforms traditional pre-mixed grouts currently available
- Locks in color and blocks out stains
- Available in all 40 LATICRETE colors
- Features built-in Microban® antimicrobial product protection

### SPECTRALOCK PRO Premium Grout†

- Use in interior and exterior – perfect for fully submerged applications
- Easy to install: Never needs sealing
- Stainproof and chemical resistant
- Available in 40 colors
- Equipped with Microban® antimicrobial product protection

### SPECTRALOCK 2000 IG

- Highly chemical resistant industrial grade epoxy grout
- Recommended for industrial applications and commercial kitchens
- Maximum physical strength
- Features built-in Microban® antimicrobial product protection that fights the growth of mold and mildew on grout surface

## Large Heavy Tile Mortars



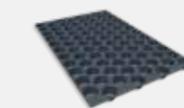
### MULTIMAX™ LITE

- The ultimate, lightweight, polymer fortified, Large and Heavy Tile mortar for interior, exterior and submerged installation of ceramic tile, porcelain tile, glass tile, stone, quarry tile, pavers and brick
- Features maximum non-sag performance on walls and maximum buildup of up to 3/4" (19 mm) without shrinkage on floors
- Contains no respirable crystalline silica levels that exceed the OSHA action level\*

### TRI-LITE™

- High-performance, lightweight, tri-purpose mortar designed for Large and Heavy Tile, thin-bed and wall applications
- Superior non-sag, non-slump performance
- For interior and exterior applications

## Plaza & Deck System



### Tile Drain Mat

- Protects the tile installation from water damage and frost heaving
- Thin & lightweight, reduces dead load by 50%

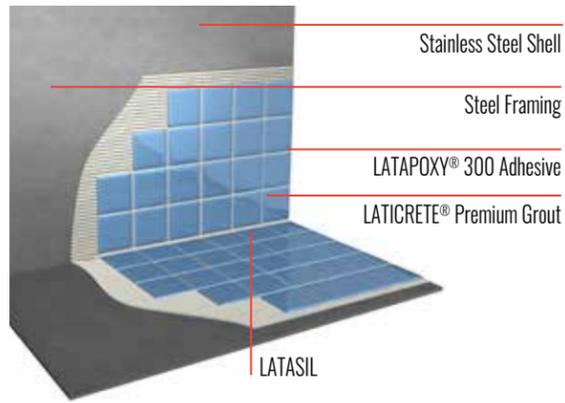
Ask your LATICRETE Strategic Account Specialist or visit [laticrete.com](http://laticrete.com) for data about products that meet or exceed ANSI, ASTM and ISO requirements and classifications.



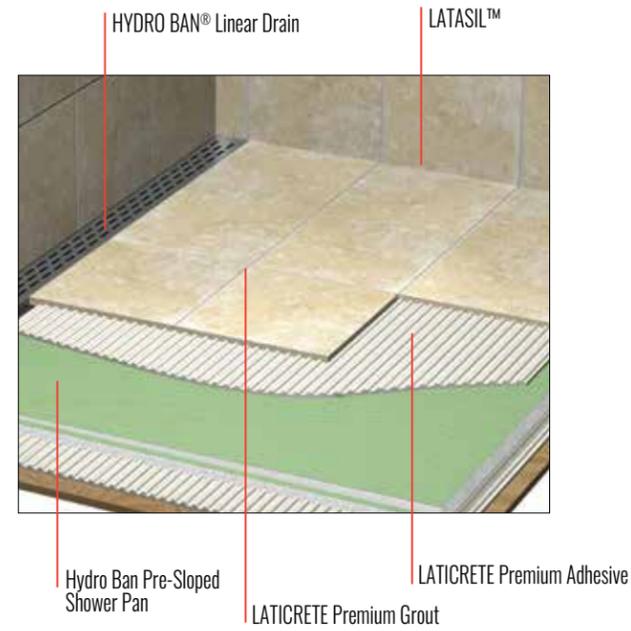
\*United States Patent No. 6784229 (and other Patents). †Patent Pending. ‡United States Patent No. 6,881,768 (and other Patents). §United States Patent No. 6,784,229 B2 (and other Patents). \*OSHA action level set forth in OSHA's Respirable Crystalline Silica (RCS) standard for construction, 29 CFR 1926.1153, as tested by an independent laboratory to be below the OSHA action level for respirable crystalline silica - see [laticrete.com/silica](http://laticrete.com/silica).

# System Applications

## Wet Areas and Continuous Submersion System

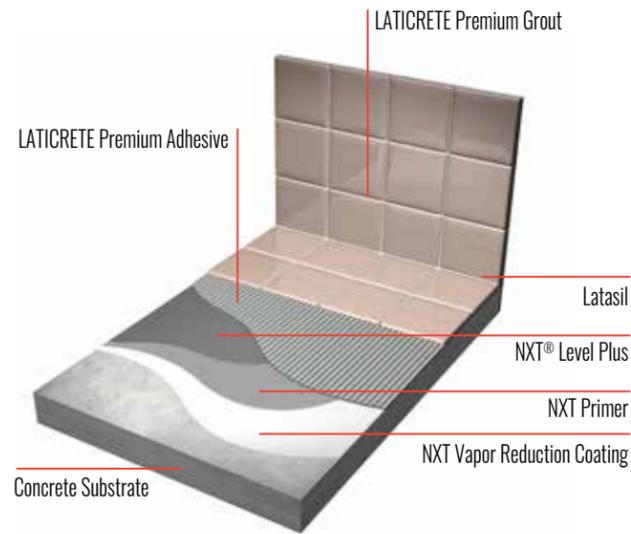


## HYDRO BAN® Shower Installation Systems

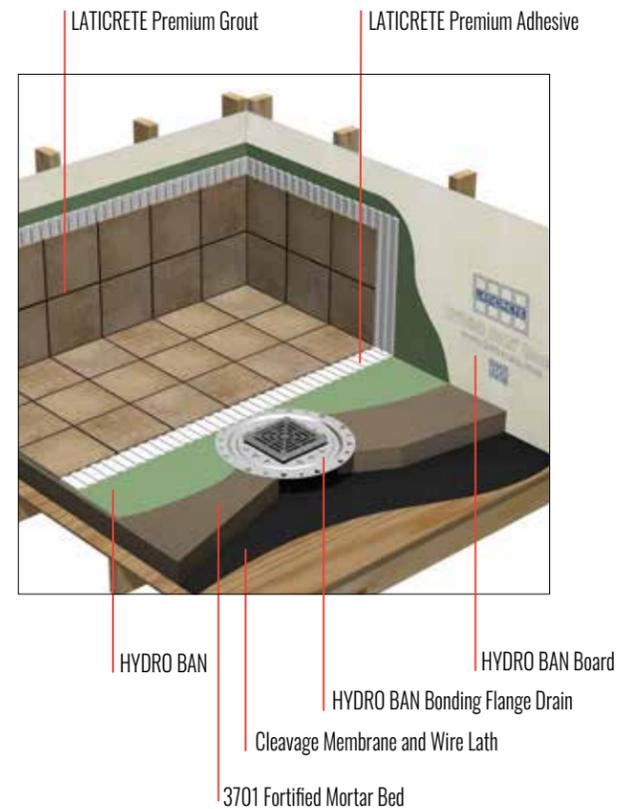
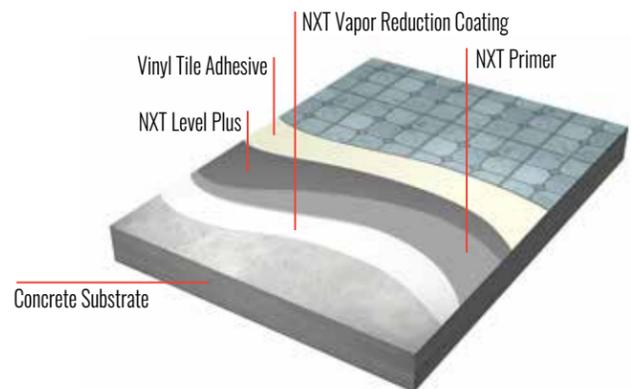


## Vapor Reduction Systems

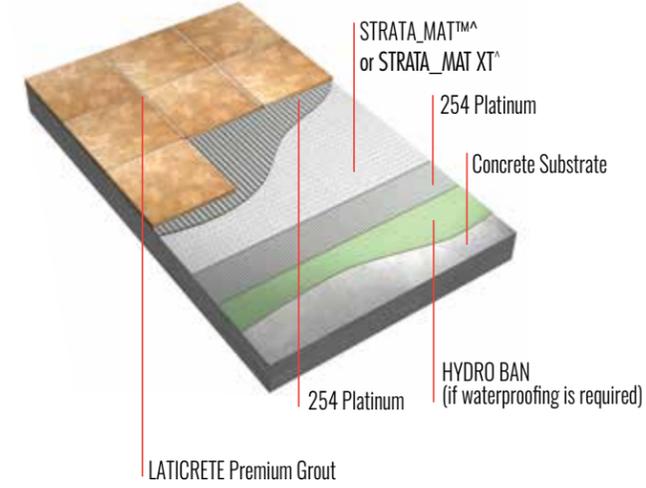
### Tile and Stone System



### Vinyl Adhesive System



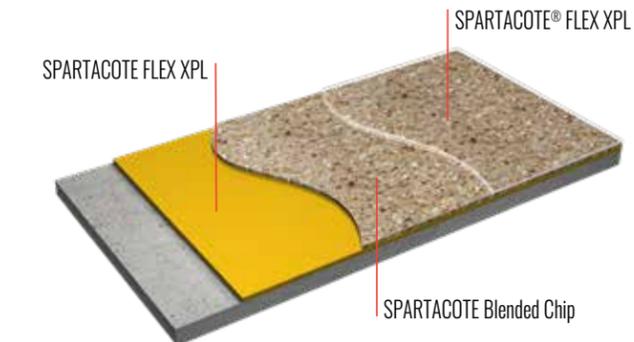
## Uncoupling System



## Floor Heating System



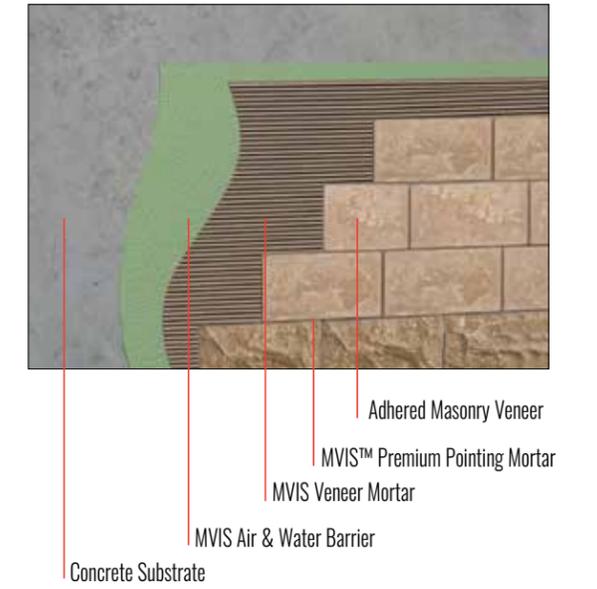
## SPARTACOTE® CHIP XPL System



## Masonry Veneer Installation Systems (MVIS™)

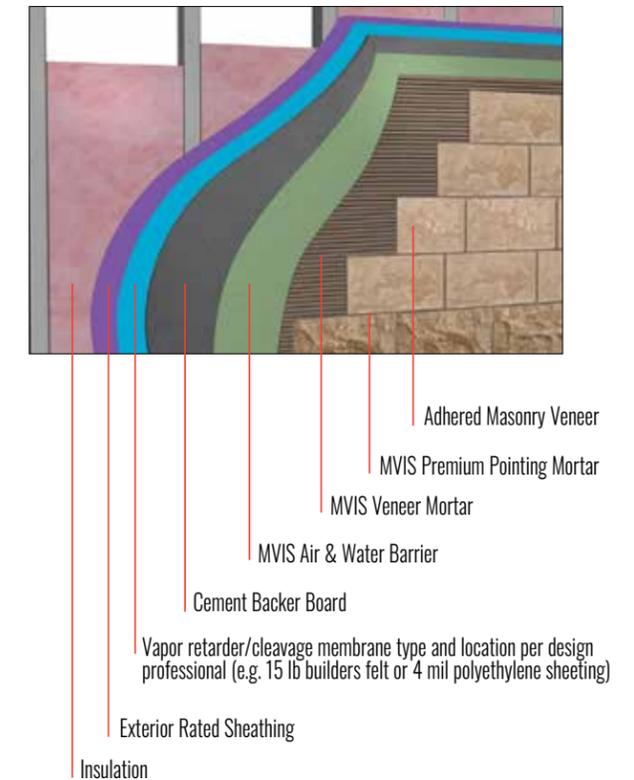
### Exterior wall

Concrete wall direct adhered with fluid applied air and water barrier



### Exterior wall

Framed wall with exterior rated sheathing and cement backer board





**NXT® LEVEL SP - White**  
**Premium Wear Surface with Salt and Pepper Appearance**

Autostrada Club & Showroom, Westport, CT

\*See DS 025.0 for complete warranty information. \*\*See DS 230.99 for complete warranty information. \*Microban® antimicrobial technology protects the treated article against mold and mildew deterioration. Antimicrobial technology is not designed to replace normal cleaning practices or protect users.  
^ United States Patent No. 6784229 (and other Patents)



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