



# Commercial Installation Systems

## Senior Living Market



Globally Proven Construction Solutions





## Our Company

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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 International, Inc. World Headquarters, Bothany CT

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



Marina Bay Sands, Singapore



One World Trade Center, NY, NY

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.



The Ned Hotel, London

# Building System Solutions

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## 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



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.



## 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.

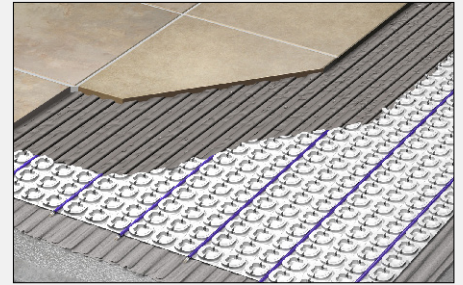
CSI Divisions 4 & 7



## 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









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



## 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™)



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

#### 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

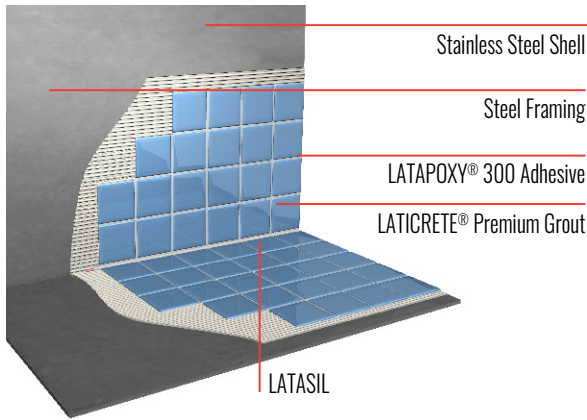
#### All Subfloors

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

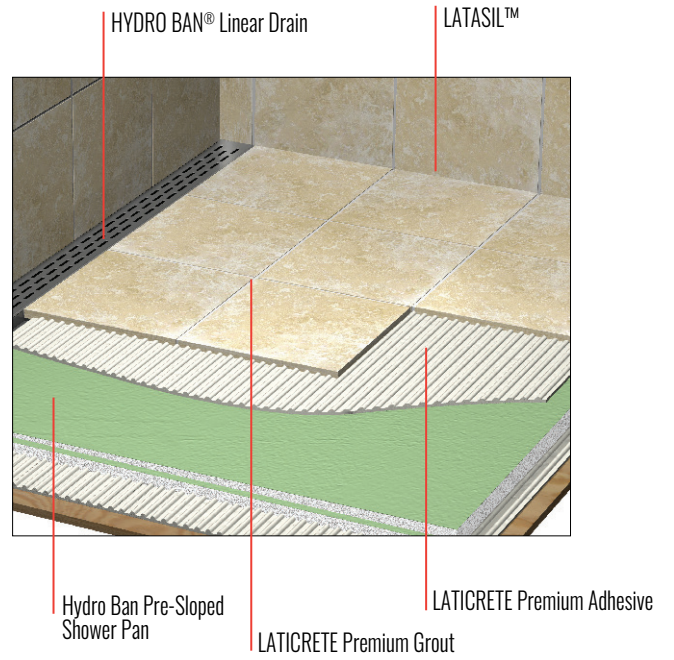


# System Applications

## Wet Areas and Continuous Submersion System

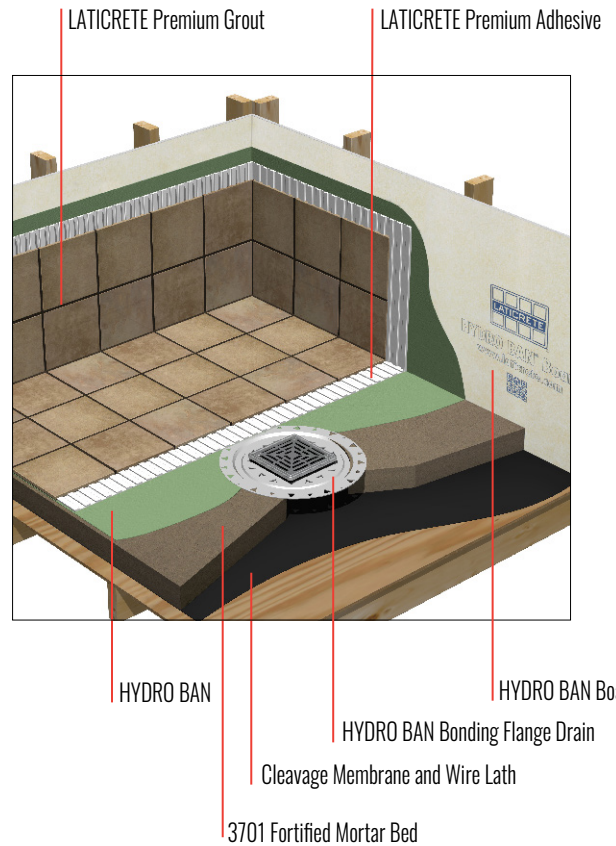
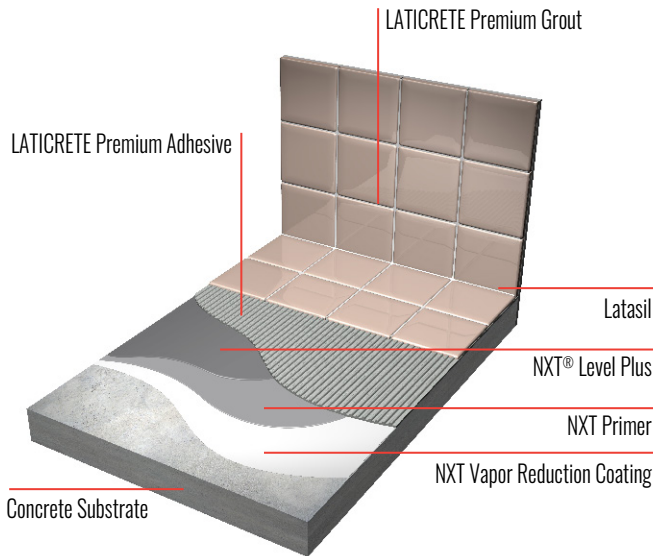


## HYDRO BAN® Shower Installation Systems

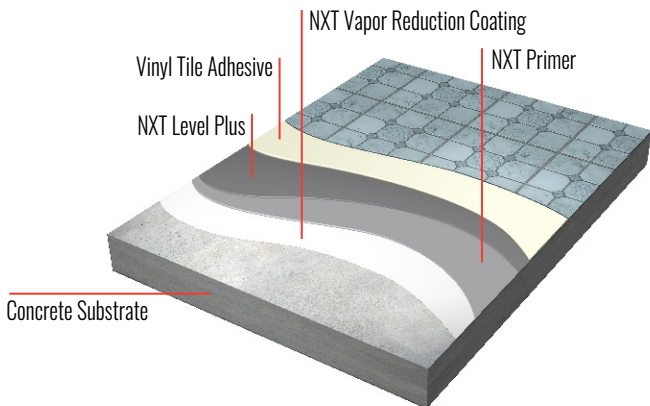


## Vapor Reduction Systems

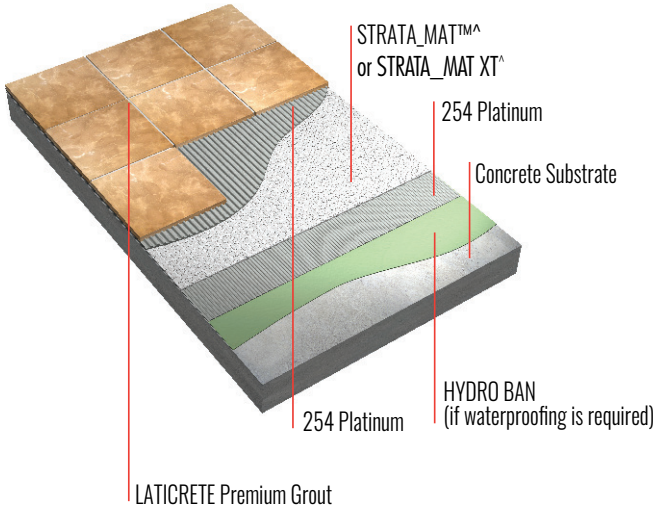
### Tile and Stone System



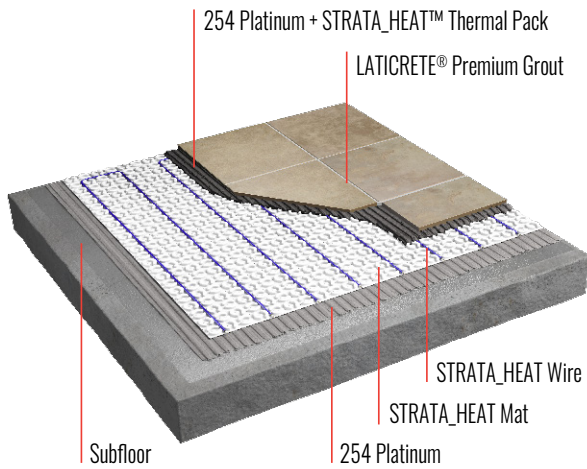
### Vinyl Adhesive System



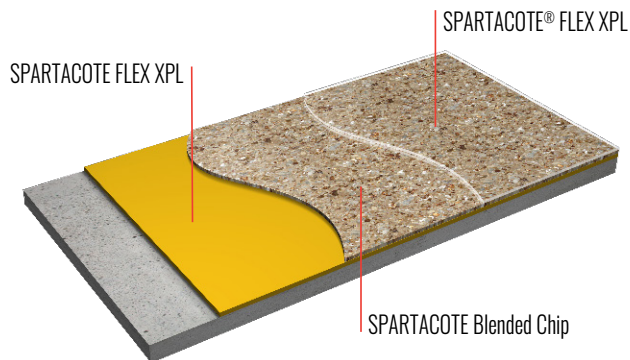
## Uncoupling System



## Floor Heating System



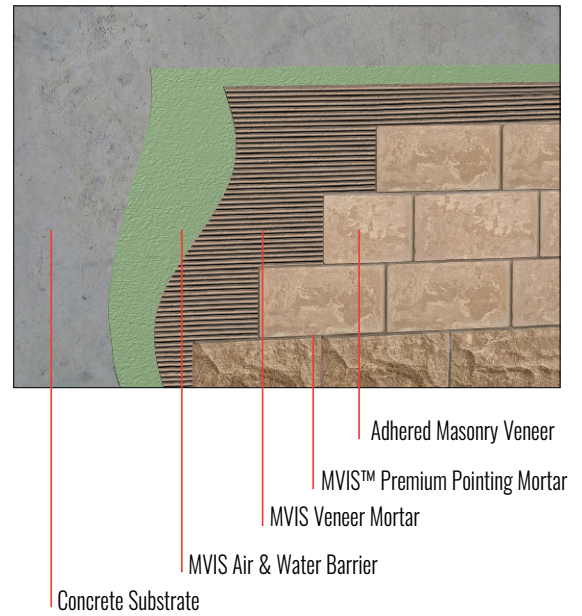
## SPARTACOTE® CHIP XPL System



## Masonry Veneer Installation Systems (MVIS™)

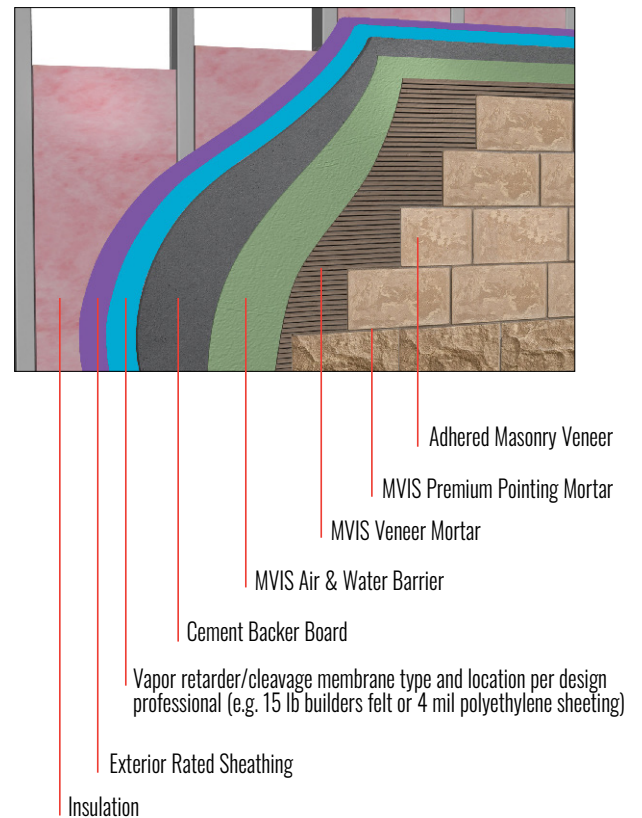
### Exterior wall

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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