



July 2020

Dear LATICRETE MVP,

LATICRETE is proud to introduce the launch of our NEW 170.5 Sound & Crack Isolation Mat. The NEW Mat is a high-performance acoustical underlayment system that muffles impact noises through ceramic tiles, stone and other hard surfacing materials. 170.5 Sound & Crack Isolation Mat is a 5 mm thick rubberized membrane comprised of 88.5% post-consumer recycled materials.

The 170.5 Sound & Crack Isolation Mat comes in a 120 sq. ft roll (Item Number 0176-0120-2) and works in accordance with a variety of our other installation materials such as adhesives, grouts, thin-sets just to name a few.

The 170.5 Sound & Crack Isolation Mat has a number of important features and benefits, including by not limited to:

- Eliminates transmission of substrate cracks of up to 1/8" (3 mm) from transferring to the finished floor
- Delta IIC rating of 16 per ASTM E2179 (See PHYSICAL PROPERTIES)
- IIC rating of 44 per ASTM E492/ E989
- Load bearing - "Light" service rating per ASTM C627/TCA
- Meets ANSI A118.12 specifications*
- Easy and fast to install with standard tools

* Interior dry applications only

Designed for INTERIOR use only, it is approved to be used on the following substrates:

- Concrete
- Mortar Bed
- Exterior Glue Plywood
- Cement Backer Board
- Cement Terrazzo
- Ceramic Tile and Stone

The 170.5 Sound & Crack Isolation Mat works in conjunction with LATICRETE® tile and stone installation materials, including a variety of adhesives, grouts and caulks. Backed by a 25-Year warranty, this new mat provides you with another tool to maximize efficiency and enhance the quality of a given installation.

In this email, you will find a copy of the following materials to help you sell the 170.5 Sound & Crack Isolation Mat:

- 170.5 Sound & Crack Isolation Mat Data Sheet
- 170.5 Sound & Crack Isolation Mat Sell Sheet
- 170.5 Sound & Crack Isolation Mat Test Report

We hope you are as excited as we are about these additions to the 170.5 Sound & Crack Isolation Mat as we are.

Thank you again for supporting this program!

Best Regards,

Dustin Prevete
Senior Product Manager

Globally Proven Construction Solutions