



January 2020

Dear LATICRETE® Distributor,

LATICRETE®, the industry leader in innovative high-performance solutions is pleased to introduce two new products, 3701 Lite Mortar and 3701 Lite Mortar R (Rapid). These products will be available February 7th!

3701 Lite Mortar and 3701 Lite Mortar R have carefully selected polymers, Portland cement and lightweight aggregates. This formula contains no respirable crystalline silica levels that exceed the OSHA action level*. It does not require the use of a latex admixture, only water. Both have excellent performance in vertical and overhead applications, perfect for concrete repairs or wall renders.

At only 30 lbs. (13.6 kg), 3701 Lite Mortar and 3701 Lite Mortar R bags are half the weight of a conventional mortars yet offer the **same** amount of coverage as 60 lbs. (27.2 kg) bags. The lightweight feature means that it is both easier to transport and easier to handle on the jobsite. Which make it ideal for tight locations such as bathrooms, where mortar beds are commonly installed.

Both products provide your customer with all these features and benefits:



FEATURES	BENEFITS
Lightweight	Lighter to transport and offers the same coverage as a standard bag of mortar
Excellent adhesion	Vertical and overhead applications – can be applied up to 3/4" (19 mm) depth
Freeze/thaw stable	Interior and exterior use
Versatile	Can be used in multiple applications: render/repair mortar/mortar bed
Rapid formula available (Cure time between 1.5 to 2 hours)	Work and complete installations faster

Globally Proven Construction Solutions

Please contact your local LATICRETE Technical Sales Representative for a sample of 3701 Lite Mortar and 3701 Lite Mortar R!

Enclosed in this mailing, please find:

1. 3701 Lite Mortar product data sheet
2. 3701 Lite Mortar R product data sheet
3. Sell Sheet

We are very excited about the launch of this latest addition to the LATICRETE product line and hope you are as well. If you have any questions, please contact me or your LATICRETE Technical Sales Representative, 1-800-243-4788, ext. 1235

Thank you again for supporting LATICRETE!

Elvis R. Torres



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* 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

