



Innovative Tile and Stone
Installation Systems

The Mitchell Pool

Project Spotlight: March 2009



LOCATION:
Pacific Palisades, Los Angeles, CA

TILE CONTRACTOR:
Rock Solid Tile, Calabasas, CA

LATICRETE DISTRIBUTOR:
Bonanza Trade Supply, North Hollywood, CA

TILE INSTALLATION SYSTEM:
LATICRETE International Inc., Bethany, CT



The Mitchell Pool in Pacific Palisades, California

By Eric Carson

In Pacific Palisades, Los Angeles, California, there is no shortage of scenery, or beautiful homes with lavish pools and expansive gardens. At the epicenter of Brentwood, Malibu, the Santa Monica Mountains, and the community of Santa Monica, Pacific Palisades is known as the spot in Southern California "Where the mountains meet the sea."

In this affluent district of LA, Jimmy Reed, president of Rock Solid Tile, Inc, recently added to the picture-perfect landscape with the completion of a gorgeous new mosaic glass tile pool on the property of Angus Mitchell, son of the late Paul Mitchell, one of two founding members of the Paul Mitchell brand of hair products.

Designed by Johnna McHugh, the infinity-edge Mitchell Pool is a 1,600 square foot masterpiece all surfaced with glass tiles from the Bisazza collection Damasco Opale, protected by LATICRETE® Hydro Ban™ and LATICRETE 254 Platinum thin-set. Rock Solid purchased the LATICRETE products from Pancho Magana at Bonanza Trade Supply in North Hollywood, California.

"Jimmy (Reed) purchases a lot of LATICRETE products from us," said Magana, Bonanza Trade Supply's inside sales representative. "He's very happy with the products. LATICRETE Hydro Ban is a great product for him. We've been selling it here for a while and it does very well. The customers that buy it always have good results. It saves them time and money compared to other products out there that do the same thing. There is a lot less time spent waiting around to start tiling."

Rock Solid Tile is one of Southern California's leading tile contracting firms, especially when it comes to expertise in the tricky field of installing glass tile pools and spas. Rock Solid Tile set the blue and black repeating

pattern of mesh-mounted, 3/4" x 3/4" Bisazza mosaics with LATICRETE installation materials.

"We specialize in glass tile pools because we love the challenge, the installation process, and especially the outcome of each pool," said Reed. "I personally get very involved and attached to these projects in particular. Glass tile pools are absolutely stunning and always "the jewel" of the property. It is an extremely intricate and precise process that also requires the utmost in technical knowledge and experience. We have found that LATICRETE is the very best product for our specific and demanding needs. We have worked with numerous manufacturers of glass tile, ceramic tile and stone material and always use the latest and very best installation materials available. To us, that means LATICRETE. We stay on the cutting edge of industry installation products and procedures. Our goal is always to satisfy our clients and walk away from each and every project knowing that we were an integral part of creating a thing of beauty that will last a lifetime. LATICRETE plays a big role in that process."

The concrete shell was floated with a brown coat of sand and cement mixed with LATICRETE 4237 Latex Additive, molded and formed to the exact specifications of the pool and tile layout.

LATICRETE 4237 Latex Additive produces a high-strength adhesive that is frost, weather, and shock resistant, and is ideal when installing tile and stone on concrete, brick, block, or masonry surfaces.

"LATICRETE plays a huge role in our installation process," said Reed. "If possible, we use LATICRETE mortar and latex additive, but we always at least use its latex additive in our own mortar. We always use LATICRETE thin-set and LATICRETE grout. When doing pools and spas, there is no compromise.

We use the full LATICRETE system. We find it's the easiest to purchase and the easiest technical services department to reach if we ever have a question in the field. And so far, LATICRETE® products, by far, outperform any other installation products that we have used."

When the brown coat had cured, Rock Solid applied a skim coat of LATICRETE 254 Platinum, the ultimate one-step, polymer-fortified thin-set adhesive that provides unmatched strength.

When the skim had cured, Rock Solid applied LATICRETE Hydro Ban™, a revolutionary waterproofing and anti-fracture membrane that does not require the use of fabric* in the field, coves or corners. LATICRETE Hydro Ban bonds directly to steel and PVC plumbing fixtures*, and is GREENGUARD certified and ICC/IAPMO approved. Now with an even faster cure formula, LATICRETE Hydro Ban can be flood tested in just two hours**.

LATICRETE Hydro Ban was designed to save tile contractors time and money by dramatically reducing the time associated with installing a liquid applied, waterproofing and anti-fracture membrane; in particular at pipe penetrations, by eliminating the need to stop, cut, and install fabric at each pipe penetration. And now, with a new faster cure formula, LATICRETE Hydro Ban offers even more time and labor saving benefits to contractors. LATICRETE Hydro Ban can be flood tested the same day it's installed in normal tile setting conditions.

"I love LATICRETE Hydro Ban," says Reed. "We were big on LATICRETE Hydro Ban before they made improvements to it recently. It works extremely well and it's very easy to apply. It's just a great product. For LATICRETE to improve on it is a big extra. We would still use it if they hadn't touched it."

For the next step of installing the Bisazza mosaic glass tiles, LATICRETE 254 Platinum was troweled on once again for its strength that far exceeds ANSI A118.4 and ANSI

A118.11. The exceptional bond strength and easy workability of LATICRETE 254 Platinum makes it the ultimate adhesive for difficult to bond glass mosaics and even large format glass. LATICRETE 254 Platinum inhibits the growth of stain-causing mold and mildew in substrates with Microban® antimicrobial product protection.

"LATICRETE 254 Platinum is definitely number 1," said Reed. "It's the best thin-set out there for installing glass pools, and it's such a great product that we use it exclusively now for every installation of tile and stone we do. Anyplace that we use thin-set we use LATICRETE 254 Platinum. It's very inexpensive insurance, like all LATICRETE products. It's top shelf and that's all we use. Our clients expect nothing less."

Magana added: "LATICRETE 254 Platinum is a great product. We sell that all day here. Customers come in and ask what we recommend for a thin-set and we say, 'LATICRETE has what you need.' And it works for them, so they come back in and buy more. We even sell LATICRETE products on our website (www.stonetooling.com)."

The craftsmanship of Jimmy Reed and his team at Rock Solid Tile on the Mitchell Pool is a sight to behold, a testament to how much value a well-planned and executed glass tile pool installation can add to a property. The Mitchell Pool used a combination of beautiful glass mosaic tiles, innovative installation products from LATICRETE, and installer skill to add one more element of beauty to what was already one of the most scenic districts in all of Southern California.

* See data sheets 663.0 and 663.5 for complete product information.

** LATICRETE® Hydro Ban™ can be flood tested in 2 hours when cured at 70°F (21°C) or above 50% R.H. It can be flood tested in 24 hours when cured at 50 – 69°F (10 – 20.6°C) and up to 70% R.H. The time to flood testing starts when the second coat has cured from a light sage green to a darker olive green color.

