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## LATICRETE® Air & Water Barrier Introduced to Marketplace



*Jan 12, 2012:* LATICRETE, a global manufacturer and leader of premium installation and finishing systems for the building industry, introduces LATICRETE® Air & Water Barrier, an active load-bearing component of the LATICRETE Masonry Veneer Installation System (MVIS™) to protect against water intrusion and the effects of extreme weather conditions. It has been engineered for installation behind exterior wall claddings, and may be roller, brush or spray applied.

LATICRETE Air & Water Barrier performs as a component of air barrier assembly when used in conjunction with other construction components within the building envelope. Not only does it produce air and water holdout with vapor permeability, it can improve energy efficiencies and indoor air quality, as well.

Additionally, LATICRETE Air & Water Barrier is a low VOC, self-curing, water-based formula that offers antimicrobial protection. The product bonds to a wide variety of substrates including concrete and brick masonry, cement plaster, oriented strand board, exterior glue plywood, cement backer board and glass mat gypsum exterior sheathing panels.

LATICRETE Air & Water Barrier complies with all the testing requirements in accordance with the ICC-ES Acceptance Criteria for Water Resistive Coatings used as Water Resistive Barriers over Exterior Sheathing.

LATICRETE International, Inc. is a US-based, family-owned global manufacturer and leader of premium installation and finishing systems for the building industry. LATICRETE® products are produced and distributed worldwide in the commercial and consumer channels. The company's philosophy of innovation and technical expertise has led to an unparalleled reputation and commitment to superior quality, performance and customer service. Manufactured in state-of-the-art ISO 9001:2008 certified facilities, LATICRETE offers a broad product portfolio including an extensive line of low VOC sustainable products independently certified by GREENGUARD. LATICRETE®, LATAPOXY®, SpectraLOCK®, Hydro Ban® and DRYTEK® are registered brands of LATICRETE International, Inc. *Corporate Website:* [www.laticrete.com](http://www.laticrete.com).

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### Innovative Tile and Stone Installation Systems