



Globally Proven Construction Solutions



GUEST APPEARANCE
Mr. Michael Loizides

MOHANDIS CORNER
EFFLORESCENCE
Causes, Prevention & Removal

EVENTS
Iftar @ JW Marriott

FEATURE FOCUS

SUPERCAP





During the Holy month of Ramadan, we had the honor to host an Iftar, which saw a robust turnout of our clients, their family and friends. LATICRETE being a family owned company, we strongly believe in the spirit of togetherness and so, I must say a big Thank You to all who made the effort to join us in breaking their fast with the LATICRETE team. It was truly a great pleasure to see families come together and enjoy themselves.

Talking about being together and cultivating strong relationships, in this issue we look at one of our business relationships that started back in 1986 and is still growing strong. Michael Loizides, Managing Director of EKA form Cyprus, is a strong partner and a dear friend who has worked on several projects with us. You can discover more about how the relationship started and some interesting facts about LATICRETE, in our Guest Feature.

Technically speaking, we chose to highlight a very common problem within the construction industry, the appearance of white crystalline deposits on the surface of building products commonly known as efflorescence. In this issue we take a closer look at understanding what this is and why it occurs. There are various factors that can lead to the cause of efflorescence which are discussed along with the ideology

that, prevention is better than cure. So, you will also find that LATICRETE has several solutions to prevent efflorescence from occurring with the help of our STONETECH product range.

Talking of LATICRETE products, the Laticrete SUPERCAP System is a truly exciting innovation. Time and again, those who specify the LATICRETE SUPERCAP System reap the benefits of a perfectly flat, deflection-free Next Generation Slab, while contributing to healthier and safer job sites. You will find this to be just the case as you read through the Feature Focus in this issue and see how LATICRETE SUPERCAP was used to the benefit of several local projects in the region."

Sujit Singh
Managing Director
Laticrete Middle East & Africa

LATICRETE M.E.
celebrated Iftar with our customers, family and friends on June 15th, 2017 at the JW Marriott Marquis, in the true spirit of Ramadan and the LATICRETE family culture.

Iftar

@ JW Marriott Marquis

This significant turnout proved the strength of our relationships in the industry and the importance of family during a time of sharing and caring, in the Holy month of Ramadan.

We at Team Laticrete M.E. want to thank our guests for choosing to break their fast with us and making it a memorable event.



For more pictures, visit us on :  /laticrete.me



The LATICRETE® SUPERCAP® System



There are several construction methodologies that exist when it comes to finishing floors with the aim of delivering a smooth and even finish. While carrying out such jobs, deflection is an all too common problem on slabs. The effort taken to correct uneven slabs means slowing the work down and can end up costing the developer time and money. But every once in a while, a product comes across that aims to change the status quo and improve the way things are, to the way they should be.

The LATICRETE® SUPERCAP® System, is a time-saving, cost-effective method for finishing new concrete or capping existing slabs. By combining their industry leading, patented pump truck technology and innovative products they ensure the delivery of perfectly flat, dry floors.

The System combines LEED contributing, GREENGUARD certified, low alkali, self-leveling cement-based technology with a computer controlled mobile blending unit (the pump truck). Independent analysis proves that SUPERCAP installations are silica dust-free, exceeding OSHA's new regulations.

This revolutionary System benefits the entire project from design to completion by providing predictable results that can shave weeks off a project schedule while delivering a perfectly flat floor for following trades to build out on.

In a city like Dubai, new technology is welcomed with open arms and ideas and concepts are constantly being challenged to bring out the newer, better, bigger, to build the future. This ensured that the LATICRETE® SUPERCAP® System fit the mold. Since its introduction in the region, several developers and contractors chose the benefits of the SUPERCAP System for their projects.

The Grand Hyatt in Dubai is one of the grandest hotels in Dubai and with its 645 room capacity, was at one time the largest hotel in Dubai. Recently they had to renovate their ballroom and as a fully operational hotel, were running against time to finish the project. The contractor High Gate interiors with the consultant GAJ anchored LATICRETE for the job of finishing the flooring.

The total area of the floor was 2,950 square meters and the requirement was for a 3 mm application thickness. A major challenge was time,



Grand Hyatt Ballroom – During the concrete pouring stage



Grand Hyatt Ballroom - As seen currently

as the client wanted the applicators to be finished by 7:00 am in the morning. The team set-up and started pouring the self-leveling concrete system at 3:00 am. By 6:30 am the SUPRECAP team had accomplished the task.



LATICRETE® SUPERCAP® applicators utilize their pump trucks to blend and deliver problem-solving underlayment systems right to the jobsite. Pumping is done from ground level and material is delivered quickly and efficiently, directly from the hose to the floor on large-scale surface preparation and remediation projects. The traditional approach to self-leveling requires the manual loading of about 25 kg bags of material to each

floor of the work site, where they are broken and mixed with water, inevitably releasing harmful dust inside the building. In this case, the entire time of the project was shortened because there is no dust so other sub-contractors on the job could continue working during the installation. It also created a healthier working environment for the contractors on the job!

LATICRETE® SUPERCAP®

- **Contributes to LEED points**
- **GREENGUARD certified**
- **Low alkali formulation creates alkalinity buffer**
- **High early compression strength**
- **Quick drying – walkable in 2 hours, trades can work next day**
- **Supersacks = less waste**
- **Can be applied over green concrete**

The Landmark Group is a multinational conglomerate based in Dubai, UAE and is involved in the retailing of apparel, footwear, consumer electronics, cosmetics & beauty products, home improvement and baby products. The group also has interests in hospitality & leisure, healthcare and mall management. Founded in 1973, it is one of the oldest entities in the MENA region.



Landmark Group Headquarters - Dubai

Having been based in the Jebel Ali Industrial Area since 2006, they moved to a new purpose built



Landmark Offices – Post application of the SUPERCAP self-leveling underlayment

central HQ overlooking Sheikh Zayed Road. Their office building sits on a 1.2mn m² site which has 453,000 m² of office space. Also included are 10 floors for parking and 19 office floors, to house all of Landmark Group’s retail corporate employees. The building also has 12 high-speed elevators to cater to the needs of the Group’s 4000 corporate office staff.

The main contractors for the build were Shapoorji Pallonji International with the appointed consultants being the Archgroup. For the office spaces, the applicator Green Synergy worked with LATICRETE M.E. to deliver self-levelling underlayment to 2,400 square meters of floor space. With an application thickness of 3 mm to 29 mm, the major task was to pump to the 21st floor without the use of a stage pump, which was accomplished due to the patented LATICRETE pump truck technology.

The innovative SUPERCAP System with its computer controlled mobile blending unit (MBU), ensures the blending is done on site, with a perfect mix every time, and the pump truck can continuously deliver up to 15 tons of material per hour to all kinds of buildings and high rises up to 50 stories. This significantly increases productivity onsite and no unmixed materials ever enter the building, and the output is INCREDIBLE, up to 13,600 kg per hour!

The SUPERCAP Advantage

Mobile Blending Unit vs Conventional Small Pumps

	Mobile Blending Unit	Small Pump
Self-Leveling Output Rate	30,000 lb per hour Over 2X the rate of a typical small pump	12,500 lb per hour
Self-Leveling Application Rate	15,000 sq ft per hour @1/4"	6,000 sq ft per hour @1/4"
Time to Apply 100,000 sq ft @ 1/4"	7 hours	17 hours
Vertical Pumping Capability	Pump 30 stories Pump to 60 stories with a stage pump	Pump 6 stories
Material Handling	Supersacks are delivered at street level	50 lb bags must be transported into building, using elevator, crane, or lift - bag waste must be transported out
Environmental/Safety	Negative air system that captures dust at the source No bag waste in building No masks/no dust generated in building/no unmixed materials enter building Remote-control lifting of sacks The pump truck crane does all the heavy lifting	Dust generated in building at pump location Bag waste generated in building Dust masks needed in building at pump Physical handling of 50 lb bags Back-breaking work and slow
Electrical Requirements	No electrical hookup required, pump truck contains onboard electric generator	220 V - 440 V 1-3 phase electrical hookup required in building at pump location
Tools and Hoses	All hoses & tools are transported by pump truck	Delivery truck brings hoses and tools to jobsite
Quality and Reliability	Computer control - consistent mix design Computer/automatic reports Onboard computer has remote access capabilities Remote technician can diagnose/troubleshoot Back-up pump sink/rotor stator Computer readout of maintenance schedule and parts list	Manual controls - inconsistent mix No computer/no automatic material reports Troubleshooting requires disconnecting power and shutting down Sometimes takes days to diagnose pump problems No self-contained back up equipment No computer or information

EFFLORESCENCE CAUSES, PREVENTION & REMOVAL

What is it?

Efflorescence is a white crystalline deposit which is composed of salts, lime and/or other soluble minerals. Efflorescence may become visible on many types of building product surfaces such as concrete, stucco, grout, masonry, brick, natural stone, clay, ceramic and even wood. These salts and minerals are water-soluble and generally come from the ground or where cementitious or alkali substances exist. These salts and minerals travel to the surface, using water as their transport mechanism, where exposure to the environment evaporates the water and exposure to carbon dioxide changes the deposits chemically leaving behind salts and minerals (white residue) on the surface.

How can it be prevented?

The best ways to help minimize the occurrence of efflorescence are:

- Use a polymer fortified thin-set (e.g. **254 Platinum**)
- Use a calcium aluminate cement based grout (e.g. **PERMACOLOR® Grout**) or, add a latex additive to the grout (e.g. **1500 Sanded Grout** gauged with **1776 Grout Enhancer**) – adding a latex to a grout powder lowers the absorption rate of the mortar and helps to minimize the movement of moisture through the mortar
- Slope the area to evacuate water from the surface to the sides of the installation, if most of the moisture moves away from the slab then there is less of a chance for efflorescence to occur.



Removal of Efflorescence from surfaces which are not sensitive to Acid (for example: granite, slate, clay brick, etc...)

Most types of efflorescence are acid-sensitive and because they are typically a buildup of limes, salts and/or soluble mineral, the deposits usually dissolve when in contact with acid. Since efflorescence is sensitive to acid, **STONETECH® RESTORE™**, a heavy duty acidic cleaner, works well in dissolving and removing efflorescence in most instances. It is good practice and strongly recommended to conduct a test in an inconspicuous area to determine suitability and acceptability. If it is determined that the procedure is acceptable then follow the application instructions below:

- Mask off and protect any surrounding areas that will not be treated. Cover or protect any steel or metal (especially if used interior) to protect from acid corrosion.
- Apply mixed solution at the light duty dilution level as listed on the

STONETECH® RESTORE™, a heavy duty acidic cleaner, works well in dissolving and removing efflorescence in most instances.

product label. Stronger dilutions may be used if required.

- Apply to the surface using a clean mop, towel, sponge, or sprayer. Be careful not to apply to areas which are not affected by efflorescence.
- Agitate with a stiff white nylon scrub brush, white nylon pad, or appropriate floor machine. (do not use colored pads or brushes as this can lead to color bleeding in the substrate)
- Rinse area with a lightly dampened clean mop, sponge, towel or wet vacuum. Do not over apply rinse water. Water is one of the key factors in the development of efflorescence. Rinse well enough to remove any cleaner residues only. **DO NOT OVERWET.**
- Allow the surface to completely dry to determine the desired results. Repeat as necessary.
- Sealing the surface using a **STONETECH** impregnating sealer (for example, **BULLETPROOF® Stone Sealer**, **IMPREGNATOR PRO® Sealer**, **Heavy Duty Exterior Sealer** or **Grout Sealer** should minimize efflorescence from recurring.

Removal of Efflorescence from surfaces which are Acid Sensitive (for example: marble, limestone, concrete, travertine etc...)

- On flat surfaces, remove the efflorescence by using a dry, white nylon scrub pad and by hand or rotary sander with the white nylon pad attached. Oftentimes, a majority of the efflorescence deposits can be removed following this process.
- If this process does not completely remove the efflorescence, or on textured surfaces where the above step is not possible, additional treatment is required. Use **STONETECH® Polishing Powder** for polished surfaces or **STONETECH® Honing Powder** for unpolished surfaces. These two products are abrasives so it is strongly recommended to conduct a test area to see the effect on the surface finish.
- Mask off and protect any surrounding areas that will not be treated.
- Apply the **STONETECH® Polishing Powder** or **STONETECH® Honing Powder** to the affected surface.
- Add water until you achieve a milk-like consistency.
- Agitate with a stiff white nylon scrub brush, white nylon pad, or appropriate floor machine.
- Rinse area with a lightly dampened clean mop, sponge, towel or wet vacuum. Do not over apply rinse water. Water is one of the key factors in the development of efflorescence. Rinse well enough to remove any cleaner residues only. **DO NOT OVERWET.**
- Allow the surface to dry completely to determine the effectiveness of the process. Repeat if necessary.
- Sealing the surface using a **STONETECH® Impregnating Sealer** (for example **BULLETPROOF® Stone Sealer**, **IMPREGNATOR PRO® Sealer**, **Heavy Duty Exterior Sealer** or **Grout Sealer** should minimize efflorescence from recurring.



Michael Loizides

Managing Director, EKA Group



In this issue we would like to welcome one of LATICRETE's oldest partners with a relationship that started in 1986 and has been growing in strength for over 30 years!

Michael Loizides, is the Managing Director of the EKA Group, which is a multi-business organization operating in the building materials systems market of the construction sector.

On being asked about the start of his entrepreneurial journey Michael says: "My personal journey as an entrepreneur was already prepared and started by my late grandfather Michael Loizides Sr. who had the vision to create back in 1946 a truly unique company (EKA Group) which is now welcoming the 4th generation of family members alongside our accomplished executives."

When asked if he recalled how the relationship with LATICRETE began, Michael was able to recollect the exact moment that brought about the introduction: "My very first encounter with Laticrete was when my father Louis received through the mail, back in 1986, a leaflet which was posted from Bethany and featured the use of 4237 for fixing marble/ stone without mechanical anchors. This aroused his curiosity and he called me in his office to discuss. A telex (that was the main way of communication between business before fax and emails), was prepared and a conversation started with the late John Proiett who was the export manager back then and within a few months we secured our first major project – 6000 m² of façade at the then Sheraton Hotel, now renamed the St. Raphael Hotel which is also celebrating it's 30 years of opening!"

This was also a significant project for EKA as Michael mentions: "The securing of our first major project in Cyprus, which was the Limassol Sheraton Hotel with 6000 m² natural stone façade was a game changer for us back in 1987, over 30 years ago as this project and its success opened up the wider market for the company. As far as first impressions go when it comes to dealing with LATICRETE, it was a very positive impression with excellent communication and very quick response times. Quiet rapidly we became very confident with the product range and the level of technical support that was provided to us. LATICRETE has always been

an open and transparent company with a top class technical support."

Talking about some of the people that he has met from LATICRETE over the years:

"The first person who dealt with us was John Proiett who unfortunately passed away many years ago. We remember very fondly his contribution and enthusiasm. David Rothberg we met very early on and he also visited us in Cyprus on one occasion for a LATICRETE seminar. Alec Hedley was dealing with our market for many years. Sujit Singh we meet regularly in the UAE but he also visited Cyprus for the first time this year! Jason Smith, is a guy that has worked hard to address the challenges of the 2013 crisis in Cyprus!

I leave last my great friend Erno De Bruijn who in my view has totally transformed the International Division of Laticrete. He is a top achiever and a remarkably energetic individual."

“**LATICRETE has always been an open and transparent company...**”

"When it comes to someone who I see personally as a great influence, without any hesitation I would say Dr. Henry M. Rothberg. A true pioneer and an amazingly inspirational person who liked very much what we were doing in our markets (Cyprus and Greece) and visited us on numerous occasions. On one such visit in 1992 we covered the whole of Greece doing 5 seminars in 6 days! At that time Dr. Rothberg was in his late 60's or even early 70's and he had more stamina than us!"



Michael Loizides – Speaking at a LATICRETE Event

As the EKA Group has flourished over the years so has their representation and sphere of influence:

"We are one of very few LATICRETE customers (or maybe the only one) that buy in one country (Cyprus), where

we are Laticrete exclusive distributors since 1987, but also use products bought locally for the needs of our International Operations in several other territories, in particular for specific large scale projects. We have also been Laticrete dealers in Greece since 1992 and we did some remarkable reference projects like Athens Metro, Olympic stadium etc.

Our slogan is 'The world of EKA, A world of brands'. We exclusively represent over 30 top brands, including: Mirage, Versace, Gardenia, IRIS, Steelcase, Forbo, Jacuzzi, Buchtal, Inda, and of course, LATICRETE.

If you ask me about a particular accomplishment that we are proud of, there are many that come to mind but one that really stands out is selling LATICRETE 4237 for a façade project in Siberia (Buchtal Tiles). That project saw us work on more than 2000 m² in one of the most challenging areas in the world!"

If someone is thinking of working with LATICRETE as a partner / client, you would tell them...

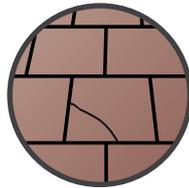
"Run and make a deal! This is a unique company based on family principles and technological innovations! LATICRETE is a partner for Life!"

NEW

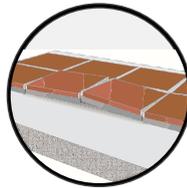


220 MARBLE & GRANITE THICK BED ADHESIVE

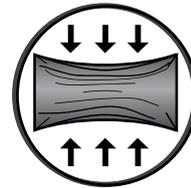
- **One step solution**
- **Builds up to 40mm**
- **No shrinkage**
- **Saves time and money**



NO CRACKING



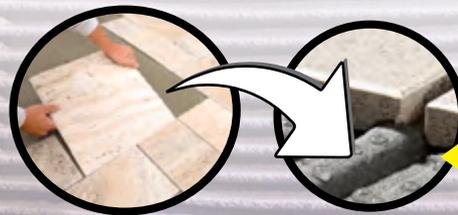
NO DEBONDING



NO SHRINKAGE

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- Mortar Bed



4 to 40 mm

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