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MIDDLE EAST & AFRICA NewsLETTER

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LATICRETE
AUGUST 2018

FEATURE FOCUS

CORNERSTONE HEADQUARTERS
LAGOS, NIGERIA

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PROPER TROWEL SELECTION AND
BACK BUTTERING

NEWS & EVENTS

WE HAVE MOVED!



A lot has happened in the last quarter and while certain business environments have proved challenging, there is a lot I am optimistic about.

Our team in Africa is going strong and has bagged several key projects within the continent. In this issue we take a look at one such project, The Cornerstone Headquarters. This is an iconic landmark, which is part of a plethora of large commercial developments taking shape in Victoria Island. Our team in Africa worked closely with the developers of this office complex in Lagos, Nigeria, provided on-site training to the applicators and helped delivered results that showcased LATICRETE quality and reliability.

As we head into the traditionally slow summer vacation period, we have maintained our overall productivity, which is evidence of a pattern of consistency. In addition we have a number of initiatives underway, that I believe will strengthen our productivity and equip us to better meet and exceed the expectations of our customers in the near future.

One such undertaking was the recent training for our LATICRETE M.E. team on the complete range of LATICRETE flooring systems. With a complete hands-on approach, the team were able to hone their skillset, review and learn about the new technologies within the floor coatings industry. At our quarterly Open House, the team also got together to celebrate the achievements of the past quarter and to further streamline areas of progress and identify pockets of growth.

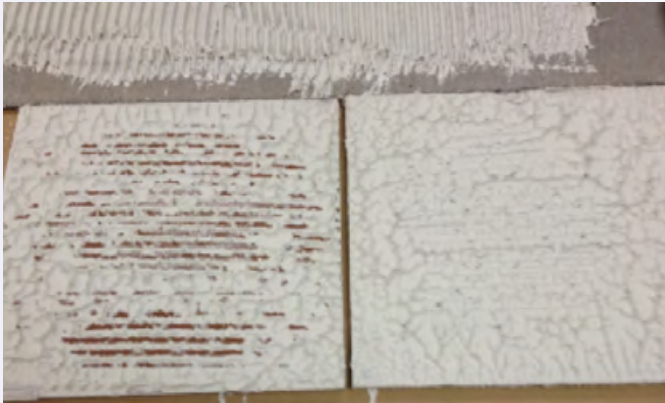
As we move into the second half of 2018, I believe that our ongoing efforts to continuously improve our product offerings, services and pricing mix for both our customers and our partners, will be a never-ending quest if we are to stay at the forefront of our industry.

Ritesh Singh
General Manager
LATICRETE Middle East and Africa



PROPER TROWEL SELECTION AND BACK BUTTERING

~Continuing the topic of the previous issue...

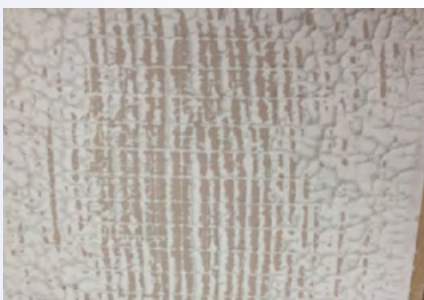


Two 18" x 18" (450mm x 450mm) tile showing coverage when using a 1/4" x 3/8" (6mm x 9mm) trowel – the tile on the left was installed using just the square notched trowel while the tile on the right was installed with the same trowel but was back buttered.

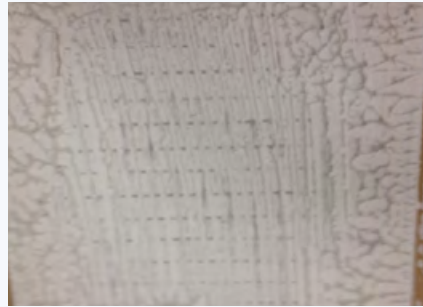
The above image shows that using a larger towel alone will not necessarily mean that you will get the required coverage. However, when the same piece of tile is properly back buttered the coverage is much more consistent and even while helping to ensure that the industry standards for coverage rates are met. Conduct test areas, check coverage during installation, be consistent when mixing batches of mortar, back butter large format tile, clean tools frequently, make sure the substrate is flat prior to installing the tile or stone, make adjustments as necessary to achieve maximum coverage, and make sure the mortar is of suitable consistency to "wet out" the back of the tile/stone and the substrate.



The tile was installed using a 1/4" x 1/4" (6mm x 6mm) trowel and has approximately 30 – 35% coverage.



The tile was installed using a 1/4" x 3/8" (6mm x 9mm) trowel & achieved approximately 55 – 60% coverage.



The tile was installed using a 1/4" x 3/8" (6mm x 9mm) trowel with back buttered tile achieves 75 - 80% contact between the tile and the substrate.

The pictures in the above comparisons tell a tale all of their own. Keep in mind that the requirement states 80 – 95% contact of the adhesive to the tile/stone through to the substrate for the best possible support and adhesion. Just making sure that the mortar is in 100% contact with the tile and with the substrate may not be enough to ensure the best possible coverage. The best practice is to make sure that the mortar is in full contact with the substrate by using the flat side of the trowel to key the mortar in, use the flat side of the trowel to back butter the tile/stone and use the proper size notch trowel to ensure that the tile is fully supported by the mortar over the required surface area.



This tile was installed using a 1/2" x 1/2" (12mm x 12mm) trowel, the tile was back buttered and the mortar was keyed into the substrate. The coverage easily meets the minimum requirements set forth in ANSI A108.5.

From the pictures shown, a great lesson can be learned regarding proper trowel selection, while properly back buttering the tile will go a long way in making for a successful tile installation. Keep in mind that these are only guidelines, but provide a great place to start. Proper methods should be followed throughout the installation and tiles should be checked periodically to ensure that the tile is consistently achieving the appropriate coverage rates.



Application of LATICRETE 302 post completed surface preparation

CORNERSTONE HEADQUARTERS LAGOS, NIGERIA

Checking in with our team in Africa, we take a closer look at one of their projects that has been recently completed in Lagos, Nigeria.

Lagos, Nigeria's largest city, sprawls inland from the Gulf of Guinea across Lagos Lagoon. It is the most populous city in Nigeria, and the most populous on the African continent. It is one of the fastest growing cities in the world and one of the most populous urban agglomerations. Lagos is also a major financial center in Africa; the megacity has the highest GDP, and houses one of the largest and busiest ports on the continent. Victoria Island is the financial center of the metropolis and to the north, Lagos Island is home to the National Museum Lagos, displaying cultural artifacts and craftwork.

The team from LATICRETE M.E. worked with developers Cap Phoenix Cornerstone on the Cornerstone Headquarters project, within the financial district of Victoria Island. Cap Phoenix Cornerstone, an SPV owned by the Capital Alliance Property Investment Company (CAPIC) and Cornerstone Insurance, a \$165m fund with a 10 year life cycle. CAPIC was established in February 2008 by African Capital Alliance to invest in real estate and real estate related opportunities in West Africa.

Cornerstone Insurance is the first insurance company in Nigeria to provide customers with an online platform for insurance transactions. Incorporated on 26th July 1991 as a private limited liability company, it became a Public Limited Liability, quoted on the Nigerian Stock Exchange in 1997.

With total assets of the company in excess of N15.38 billion, USD 44 million, Cornerstone Insurance deals in various categories of insurance including: motor vehicle, aviation, marine, oil & gas and Takaful to name a few.

The Cornerstone Headquarters is a 12 floor office development in Oniru, Victoria Island. With lettable space of 12,040 square meters, this Grade A, ultra-modern office building will boast of eight floors of flexible office space and meeting rooms; four floors of multi-level parking; a reception area and a ground floor café. Besides, the building has been certified as a Green Building and will rank as one of the country's leading real estate developments. The development is equipped with the highest technical specifications for installed building services, security and state-of-the-art finishes.

Working with the project managers, Comprehensive Project Management Services (CPMS) and the main contractor BCL Nigeria, the scope of work involved applying a UV resistant waterproofing membrane, on over 3,000 m² of the roof slab.

Recommended and approved by the client, LATICRETE® 302 Waterproof Membrane was an ideal solution for the job. LATICRETE 302 Waterproof membrane is a high quality; Polymer fortified cementitious waterproofing slurry. This product meets & exceeds requirements for ZDB-Merkblatt/ DIN 18156-2 IBH.

LATICRETE® 302 is recommended for wall & floor in wet areas such as toilets, bathrooms, and kitchens. It is designed for water tanks waterproofing, cellar walls, roof top waterproofing, balconies and terraces. It is also ideal for surface protection for structural concrete and is an energy saving reflective waterproof coating.

Easy to apply, LATICRETE 302 also has an excellent bond on the substrates and good adhesion under water impact. A smooth and creamy slurry, it is ready to use and has to just be mixed with water, for an easy application. It also has good sealing properties against water under high hydrostatic pressure, great abrasion and scrap resistance and can withstand foot traffic without a protective cover. With its strong climate resistance and energy saving reflective coating, LATICRETE 302 also met the standards for a green building which was an important aspect and end goal for the client.

Initially the LATICRETE M.E. team in Africa submitted an applied sample, post which the product was tested on site. Prior to application our team carried out a thorough



The rooftop prior to any surface preparation

surface preparation to ensure that our waterproofing membrane bonded well with the substrate. Post the surface preparation the material was mixed and applied using a brush.

The team from LATICRETE Africa was on-site to supervise the application and ensure a quality finish. A separate training was also given to all applicators to highlight the right method of application.

Sitting on a site adjacent to the Four Points by Sheraton Hotel, the Cornerstone Headquarters is an iconic landmark and adds to the pipeline of large commercial developments, on the Chief Yesuf Abiodun Road.



Laticrete 302 Waterproofing membrane being applied on-site



The Cornerstone Headquarters



APPLICATOR
TRAINING IN AFRICA



The team from LATICRETE Africa recently conducted a training for a select group of engineers and architects from BCL Nigeria. The event was spearheaded by Ranen Beaver, Technical Services Manager from LATICRETE International. Ranen presented the entire range of LATICRETE products in detail and assisted with technical queries related to product systems and applications.





LATICRETE OPEN HOUSE Quarter 2, 2018

The second quarter of 2018 saw us come together and review our success in the first half of 2018. The event also highlighted the positive changes made throughout the LATICRETE Middle East operations.

We thank our colleagues who stepped up to share their ideas and suggestions for successful growth and improved performance in the near future.

Together We Can!



WE HAVE MOVED!

We are excited to announce that the LATICRETE M.E. team has moved to a new location in downtown Dubai.

As our team has grown, so has our need for more square footage!

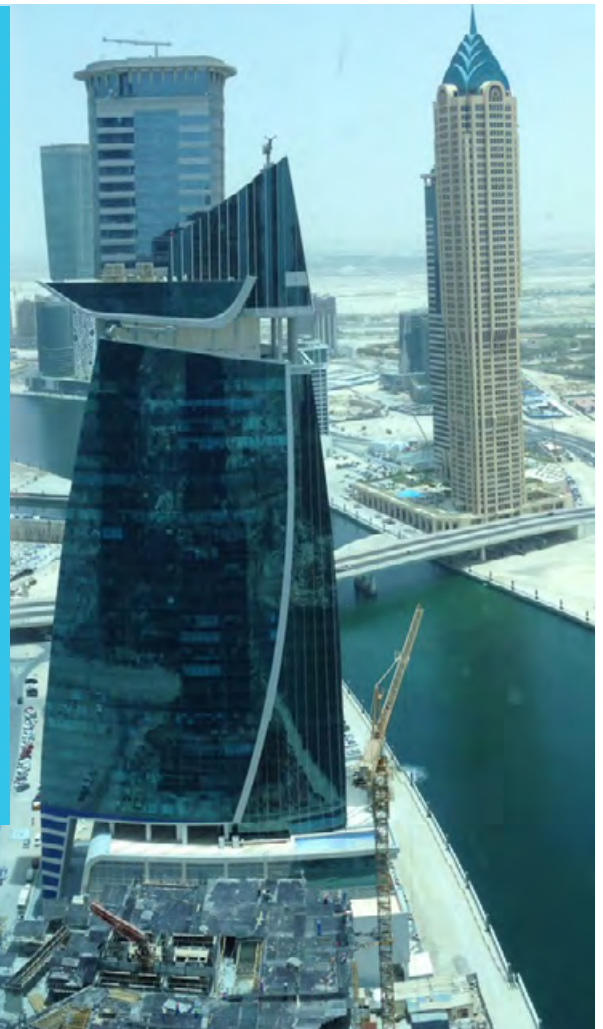
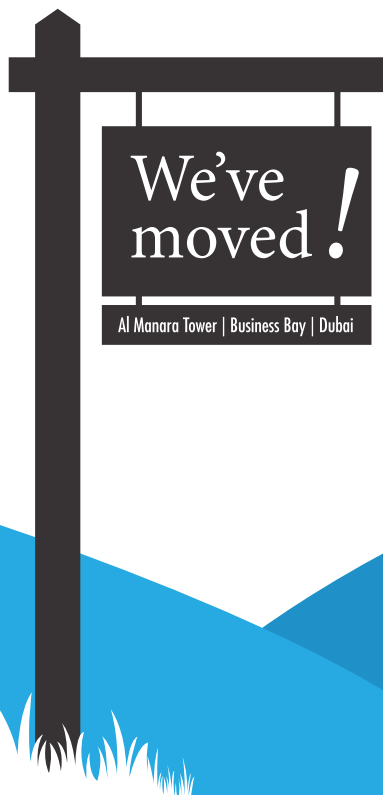
Located in Business Bay, Dubai, our new office is in the Al Manara Tower, on the 29th floor, office # 2906.

You can also reach us on our new number in Dubai: +971 4 331 9972.

With greater connectivity, easy accessibility, better parking and views of the Dubai canal, we are excited about our new location and look forward to welcoming you.

See you soon!

LATICRETE MIDDLE EAST LLC





Beautiful, Durable, Resinous Flooring



Engineered for long-term superior performance, LATICRETE® SPARTACOTE® polyaspartic floor coating systems are designed to meet the needs of the most demanding heavy-traffic environments.



LATICRETE SPARTACOTE polyaspartic coating systems offer:

- Seamless and impermeable coatings
- Low VOC and low odor systems
- Excellent abrasion resistance
- Fast return to service
- Non-slip textures



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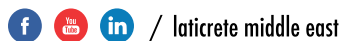
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