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MIDDLE EAST & AFRICA
NewsLETTER

ahlan
LATICRETE
JUNE 2018

**NEWS &
EVENTS**

GRAND IFTAR

**FEATURE
FOCUS**

THE INFAMOUS WATERGATE HOTEL

**MOHANDIS
CORNER**

PROPER TROWEL SELECTION AND
BACK BUTTERING



RAMADAN KAREEM!

On the occasion of the Holy month of RAMADAN, we had the honor to welcome our customers and partners to a special Iftar event, where we saw a strong turnout. Ramadan is a cherished time of community, often spent reconnecting with family and friends, and so I would personally like to thank everyone for taking the time to grace our event.

Having a global presence in over 100 countries, across 7 continents, LATICRETE has been a part of many prestigious projects across the globe. In this issue of Ahlan LATICRETE, we take you to Washington D.C. in the U.S. and take a closer look at the Infamous Watergate Hotel. Our Feature Focus delves into the scope of this renovation project and highlights the LATICRETE solutions that were used in the Watergate Hotel pool while preserving this historic site.

The second quarter was a positive one for LATICRETE M.E. with a growing number of projects continuing to specify LATICRETE products. We are also on the verge of launching a new line of products within the flooring division. This will further strengthen our flooring range and will showcase LATICRETE flooring solutions within the Middle East & Africa. Stay tuned for more details.

Heading into the summer season and what is I'm sure, a well-earned break for all of us, I would like to wish everyone a safe journey and in advance, EID MUBARAK!

Ritesh Singh
General Manager
LATICRETE Middle East and Africa



PROPER TROWEL SELECTION AND BACK BUTTERING

In past few years, the tile industry has seen a shift in the size of tile that is used to clad a wall or tile a floor. Historically, a tile was labeled as large format if it was larger than 8"x8" (200mm x 200mm). Improvements in manufacturing technology have made it possible to manufacture tile which is as large as 48" x 48" (1,220mm x 1,220mm), not taking into account thin porcelain veneer panel, which can weigh as much as 100 lb. (45.5 kg). In comparison today, it would be difficult to consider an 8" x 8" (200mm x 200mm) tile as being large, but proper installation methods and materials can help to ensure that any size tile, stone, adhered masonry veneer, or thin brick is installed in such a way as to meet the industry requirements for mortar coverage. While a suitable substrate that falls into the industry requirements for surface tolerances is critical to the success of the application, having proper coverage on the tile is as critical to the finished installation as the flatness of the substrate. As stated in ANSI A108.5 2.3.4, for installation of tile on walls or ceilings; "Average contact area shall not be less than 80% except on exterior or wet area installations where contact shall be 95% when not less than three tiles or tile assemblies are removed for inspection. The 80% to 95% coverage shall be sufficiently distributed to give full support of the tile."

probably require a 1/2" x 1/2" (12mm x 12mm) or 3/4" (19mm) loop notch trowel. The picture below is a 6" x 6" (150mm x 150mm) tile set using a 1/4" x 1/4" (6mm x 6mm) square notched trowel.



6" x 6" (150mm x 150mm) quarry tile installed using a 1/4" x 1/4" (6mm x 6mm) square notch trowel – sufficient coverage has been achieved.



A properly back buttered large format tile.

Typically, the 80% to 95% coverage on a 6"x6" (150mm x 150mm) can be met with proper troweling techniques and most likely a 1/4" x 1/4" (6mm x 6mm) square notch trowel. The substrate, type & size of tile, intended service level of the installation, climatic conditions, interior or exterior use, and individual manufacturer's recommendations are all factors the installer should consider in selecting the proper trowel. For example, for installation of tile or stone which is 6"x6" (150mm x 150mm) or smaller, a 1/4" x 1/4" (6mm x 6mm) square notch trowel may be adequate. Installation of an 18" x 18" (450mm x 450mm) tile will



18" x 18" (450mm x 450mm) tile installed using a 1/4" x 1/4" (6mm x 6mm) square notch trowel – insufficient coverage has been achieved.

As seen in the above example, the minimum of 80% coverage is not being met. Insufficient coverage may lead to potential failures, such as loss of bond, cracking/breaking under load (due to lack of support), hollow sounding tile, etc. Based on the above example, it is clear that a 1/4" x 1/4" trowel may not be the proper size for an 18" x 18" (450mm x 450mm) tile. A more proper trowel size for a 18" x 18" (450mm x 450mm) tile would be a 1/4" x 3/8" (6mm x 9mm) trowel.

~This topic will further continue in our next issue..



Photo Courtesy of Profast Commercial Flooring



Photo Courtesy of Profast Commercial Flooring

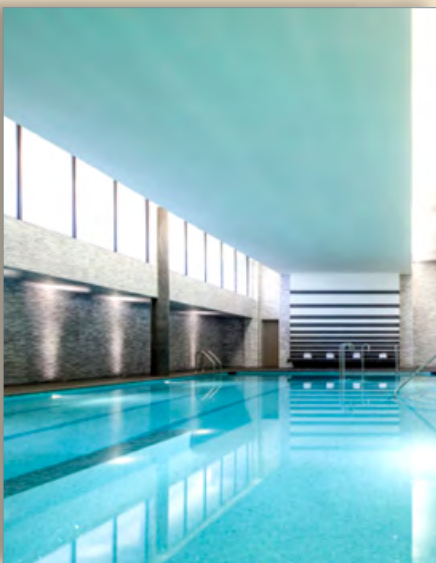


Photo Courtesy of the Watergate Hotel

The Infamous Watergate Hotel

The Situation

The Watergate Hotel in Washington, D.C., is best known as the site of one of the biggest political scandals in American history, thanks to a break-in at the Democratic National Committee headquarters housed in the hotel's adjoining office complex, which eventually led to President Richard Nixon's resignation.

After countless renovations and an ownership battle as tricky as the Watergate investigation itself, the hotel recently reopened after being shuttered for nearly a decade. The \$200-million renovation, which capitalized on the hotel's vintage aesthetic, restored many of the hotel's original features, including its grand staircase and mosaic-tiled 50-foot (15 meter) saltwater indoor pool that's located below the lobby in the 12,500-square foot (975 meter) spa Argentta. Named after the Italian word for silver due to the genuine silver flecks in the tile, the Argentta design pays homage to the hotel's original architect, Luigi Moretti.

"The Watergate Hotel was a playground for powerful people for more than fifty years, so it was exciting to be a part of such a high-profile renovation," said Kevin Killian, President of Profast Commercial Flooring, the NTCA Five-Star Contractor chosen for the project. "Because of our previous success using LATICRETE on large pool projects, our company chose to use a range of LATICRETE® products to ensure long lasting, quality installations."

The Challenge

High Profile Meets High Traffic: Linked to iconic Hollywood stars such as Clark Gable

and Greta Garbo in addition to the Richard Nixon scandal, The Watergate Hotel's reputation precedes it. Knowing that the spa would double as a leisure area and point of exploration for curious everyday travelers visiting the historic site, the space would need to "wow" visitors while withstanding heavy everyday use.

Preservation of History: Instead of demolishing The Watergate Hotel pool and starting from scratch, the developer, Euro Capital Properties, in collaboration with architects BBGM and Ron Arad Architects, decided to keep the original look and feel, which included using the existing concrete shell of the pool. This required Profast Commercial Flooring to be careful when removing the original tile without damaging the pool shell and using care while installing the new tile.

A LATICRETE Solution

After sitting unused for more than 10 years, a large crack developed that spanned the entire width of the pool. Before Profast Commercial Flooring could begin removing any of the original tile work in the preserved concrete shell and pool area, a pool contractor was required to mend the rift by crack chasing and injecting the opening with epoxy to close it.

HYDRO BAN®, a thin waterproofing and anti-fracture membrane that combines optimum performance and unmatched productivity, was then applied in two separate coats to offer anti-fracture protection of up to 1/8" (3 mm) over shrinkage and other non-structural cracks. To test for

watertightness after the application of the waterproofing membrane, an independent testing agency was hired to monitor the water level along with the humidity in the pool area, accounting for evaporation. If the waterproofing installation did not pass the flood test, moisture issues could cause costly damages. Thanks to HYDRO BAN® and its proven reliability, this was not an issue.

Once Profast Commercial Flooring received the green light from the testing agency, the crew began thin setting the glass tile in the pool and surrounding wall space, with Glass Tile Adhesive, a non-sag, polymer fortified adhesive mortar that is specifically formulated for use in glass tile applications. Designed with efficiency and cost savings in mind, Glass Tile Adhesive is a bright white water-mixed single component adhesive mortar that made the installation of the project's silver-flecked mosaic tile easy to execute.

3701 Fortified Mortar has been a trusted thick bed mortar used in demanding wet area installations on many prestigious projects around the world for over a decade. For this reason, 3701 Fortified Mortar was chosen as the mortar bed used to screed and slope the Watergate Hotel pool deck to the various area drains throughout the Argenta. Made up of a polymer fortified blend of carefully selected polymers, portland cement and graded aggregates, 3701 Fortified Mortar does not require the use of latex admix or jobsite blending. Its pre-mixed packaging is versatile and economical, and helped save the contractor both time and money by allowing a fast installation.

SPECTRALOCK® PRO Premium Grout¹ was chosen by Profast Commercial Flooring because of the previous success the company had using the product to re-grout other

swimming pool and wet area projects. The patented, high performance epoxy grout is crack and chemical resistant and offers excellent color uniformity, durability and stain protection.

Outcome

The newly renovated spa area plays up the retro luxury that embodied the swank hotel pre-scandal, while providing a year-round oasis to hotel guests and members of The Watergate Hotel.

"Our many years of experience and craftsmanship, paired with the excellent field support and technical knowledge of the LATICRETE team, ensured a newsworthy transformation," added Killian. "With the help of high quality LATICRETE® products and their industry leading warranties, The Watergate Hotel pool will remain a standout feature of the hotel for many years to come."

Since opening, The Watergate Hotel has been voted as one of the ten best new hotels in the nation by USA Today in its 2017 10 Best Readers' Choice awards.

¹United States Patent No.: 6,881,768 (and other Patents).

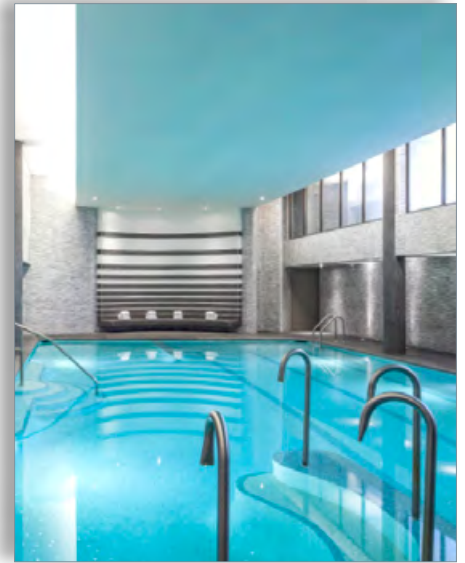


Photo Courtesy of the Watergate Hotel

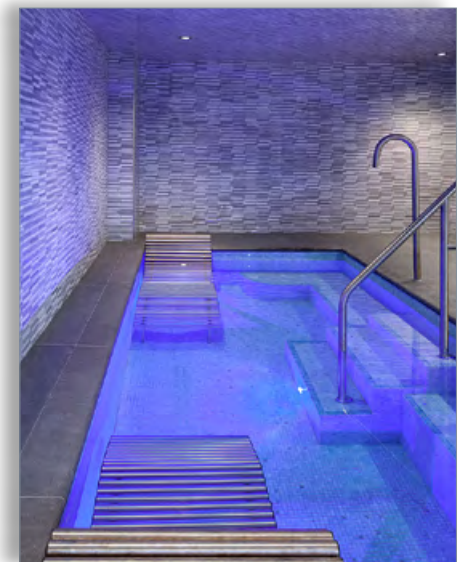


Photo Courtesy of the Watergate Hotel

“With the help of high quality LATICRETE® products and their industry leading warranties, The Watergate Hotel pool will remain a standout feature of the hotel for many years to come.”

– Kevin Killian
President - Profast Commercial Flooring





Iftar

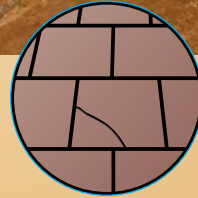
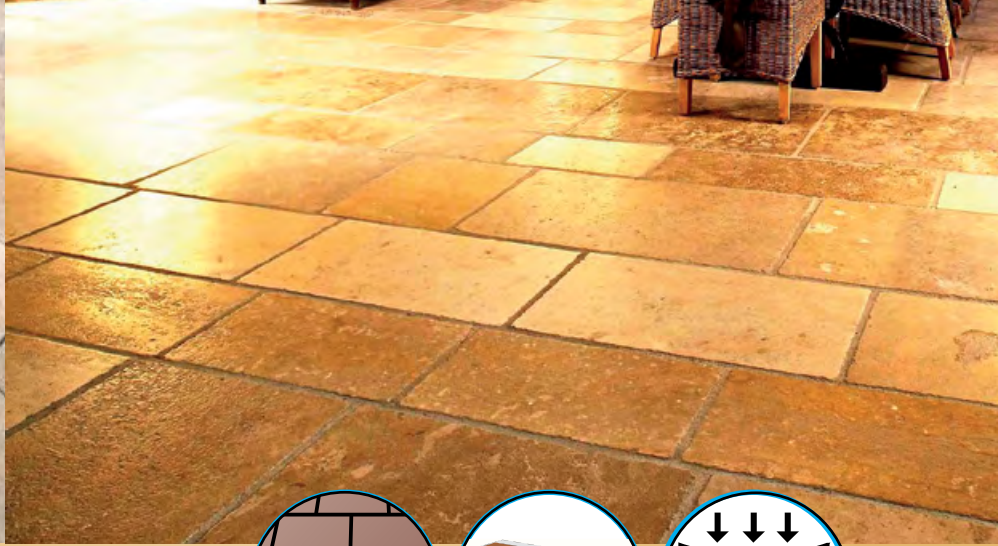
At The TAJ Hotel
Burj Khalifa Street
Business Bay - Dubai.

On the occasion of the Holy month of RAMADAN, LATICRETE M.E. celebrated Iftar with our customers and partners, on May 27th, at the TAJ.

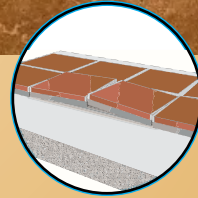
In the true spirit of Ramadan and the LATICRETE family culture, we saw a significant turnout which proved the strength of our relationships in the industry and the importance of family during a time of sharing and caring, in the Holy month of Ramadan.

The team at Laticrete Middle East want to thank our guests for choosing to break their fast with us and making it a memorable event.

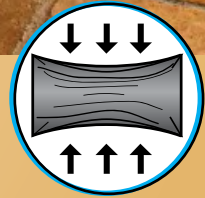




NO CRACKING



NO DEBONDING



NO SHRINKAGE

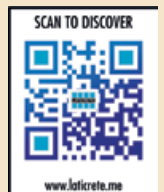
One-step polymer fortified adhesive for large format regular and ungauged stone or tile.

FEATURES

- Build up to 40mm without shrinkage or setting problems
- Specially formulated for large format stones and tiles
- Reduce lippage & No cracks or debonding
- Interior and exterior floor applications
- No need for latex additives
- Pourable or trowel on options
- Premixed – no job site blending of powders required
- Safe-Non-flammable; safe to store and mix
- Economical – saves time and money
- Versatile-wet and dry areas
- Good segregation resistance
- Excellent substrate adhesion and durability



220 Marble and Granite Thick Bed Adhesive



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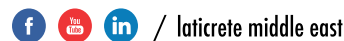
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