



## FEATURE FOCUS

Doha Festival City

**Qatar's largest mall is now Open**

**MOHANDIS  
CORNER**

ISO 13007 CLASSIFICATIONS, SIMPLIFIED

**LATICRETE M.E.  
EVENTS**

*A BUSY FIRST QUARTER*

**EKA GROUP, CYPRUS**  
30 YEARS OF BOND WITH LATICRETE



I would like to welcome you to the brand new issue of our newsletter, from **LATICRETE MIDDLE EAST & AFRICA, Ahlan Laticrete!**

LATICRETE Middle East & Africa region has experienced an impressive growth in 2016 and we continue focusing on "our mission to maintain the leading position as the manufacturer of Globally Proven Construction solutions."

We strive to achieve this by proactively listening to our customers. We have always strongly believed in our customer service and support functions. Our strength lies in our ability to deliver a strong after sales service. This is as important to us, as the time and effort we put into the technology to continuously improve and develop our products.

We ensure that our team is well trained so we are able to serve our customers better and assure that our products meet the highest quality standards in the construction industry. We are dedicated to be an innovative solution provider to the Middle East and Africa construction industry, driving continual improvement based upon efficient business processes, well defined measurements, best practices and customer feedback.

For over 60 years LATICRETE has been at the forefront of creating solutions for the construction industry. With time, as the business and building standards may change, one thing remains constant; our aim to develop products that help to ease the work of the installer, improve the durability of buildings and create lasting customer relationships.

We ensure this by manufacturing safe, innovative building materials that meet and even exceed the expectations of our clients.

**“OUR MISSION IS TO MAINTAIN THE LEADING POSITION AS THE MANUFACTURER OF GLOBALLY PROVEN CONSTRUCTION SOLUTIONS”**

We also strongly believe in building relationships, by treating customers, employees and partners like family.

As we continue to grow and expand our footprint in the region we aim to develop our brand awareness within the construction community and cultivate strong professional relationships.

It's my pleasure to invite you to be a part of the Laticrete media community where we connect and share innovative ideas and latest developments within the Middle East & Africa construction market.

I wish you a great year of growth in this industry and hope that you find our introduction of **Ahlan Laticrete**, an insightful and beneficial source of information.



***Wishing you Ramadan Kareem!***

Sujit Singh  
Managing Director  
Laticrete Middle East & Africa





**EKA Group and Laticrete M.E. celebrating 30 years of business growth and partnership**



Some of their international projects include the Four Seasons Hotel in Limassol Cyprus and the Aldar HQ building in Abu Dhabi, for the supply, installation, commissioning & maintenance of Flexible Space underfloor air-conditioning system.



**EKA** was established in 1946 (certificate of registration No. 266!) as The Engineering and Commercial Association Limited. The company began operations in the field of building materials and as a supplier to the few industries that existed then. Its main activity was trading in steel, cement timber and pipes. During the 1960's the company expanded its activity firstly in sanitary ware and soon after in ceramic tiles being one of the first to realize their market potential.

ship that has lasted for 30 years and growing!

In the 90's the group expanded in Greece and focused on providing interior office and technical solutions to Greek and multinational companies. In early 2004 the company also expanded its reach into the U.A.E. with EKA Building Systems LLC. and EKA Theming Company LLC.

EKA Group has worked on several prestigious projects locally like the Four Seasons Hotel in Limassol Cyprus, supplying swimming pool tiles and bathroom furniture and accessories.

During the 70's and the 80's the company became a market leader in these sectors representing exclusive leading firms such as Jacuzzi, Porcelanosa, SGardenia to name a few. During the 80's the company expanded with the creation of the Technical Division representing the most reputable firms in the areas of adhesives, waterproofing, sealants and specialized construction materials. By the end of the 80's EKA gained the No.1 status in the adhesives and waterproofing sectors. One of the companies exclusively represented by the EKA Group in this sector was LATICRETE, and so began a partner-

#### Team Laticrete at Atlantica Mare Project, Cyprus :

*As seen in the picture from left to right: Neda Ahmaripour-Senior Manager, International Marketing and Product Management at Laticrete International, Jason Smith - Regional Sales Manager Europe, Erno de Bruijn - President and Chief Operating Officer, International Division at Laticrete International, Michael Ioizides - Managing Director at EKA Group, Cyprus and Mr. Sujit Singh - Managing Director at Laticrete M.E. and Africa.*



Laticrete LATAPOXY 300 pails filling up job sites in Cyprus







## دوحة فستيفال سيتي Doha Festival City

At an approximate QR6.5 Billion or over USD1.5 Billion, Qatar's newest landmark, the Doha Festival City recently opened its doors to thousands of enthusiastic shoppers. As a landmark mixed used development and comprising Doha's largest mall, Doha Festival City is a commercial development sitting on an approximate 43 hectares and is located about 15 kilometers north of the downtown district, Doha.

Comprising of 500 retail stores and with a gross leasable area of over 240,000 square meters, the Doha Festival City Mall is the biggest aspect of the development. The Doha Festival City also includes an entertainment hub with hospitality and business facilities, along with a soon to be opened theme park and motor showrooms. The mall also includes over 8,000 car parking spaces spread across four levels of the complex.

The development will also see the launch of several attractions in the coming months. This includes the first of its kind in the region, an Angry Birds World theme park. From educational activities for children to full-sized thrill rides for adults, this will no doubt be a fun place to unwind. The park will feature over 35 rides spanning across 12,000 sqmt, including an indoor and outdoor go-karting track, a drop tower, thrilling water rapids and a trampoline park.

Snow Dunes, an Arabian themed winter wonderland with slopes and slides, is another first for Doha and the park will feature a cutting edge snow making system that will produce snow that is identical to that found naturally. Also opening soon will be VOX cinemas and an adult only destination devoted entirely to video games, called Virtuocity.

Promoting an active lifestyle, the development also sees a three kilometer leisure trail surrounding Doha Festival City that caters for both running and cycling, including exercise stations for the runners.

Bawabat Al Shamal Real Estate Company, owner of Doha Festival City, awarded a \$453mn construction contract to a joint venture of Gulf Contracting Company (GCC) with ALEC, for the main works contract starting in July 2014.

"It was in 2015 that we started working with ALEC - GCC for their stone and tile installation in their public areas and pavements. I remember that the client had concerns for water sensitive granite that was being imported from Portugal. Seizing the opportunity, we explained to them the benefits of LATAPOXY 300, LATICRETE's epoxy adhesive for stone work, along with the use of



LATICRETE 1600 in combination with LATICRETE 1776 for a high strength and improved performance cementitious grout. To avoid stains and discoloration, we also recommended the use of LATICRETE 190, as a sealer grout and stone protector.

Seeing the clear advantages of using these products and adding onto that the extended warranty provided by us, the clients were more than happy to approve the same for immediate use," said **Mr. Daniel Davis, Area Sales manager, Qatar.**

The main contractor approved use of LATAPOXY 300 owing to its use in heavy duty commercial chemical resistant installation and the fact that it can be used to install all types of ceramic tiles, marble and natural stone over post-tensioned and precast floor systems. Its advantages of being able to be cleaned with just water, with no flammable solvents required to clean tools, is a benefit that saves on time and makes it easier for the applicators as well.

LATICRETE 1600 in combination with LATICRETE 1776 was recommended as a way to provide a premium, polymer fortified, unsanded portland cement grout to provide a grout joint that inhibits stain causing mold and mildew with Microban and makes the grout more shock resistant.

For the potential wet areas in the development, such as the toilets and tile installations, LATICRETE 254 Platinum and HYDROBAN were used for putting in tiles and to provide waterproofing. LATICRETE 254 Platinum was easy to use as it had to be just mixed with water and has a long open time with unsurpassed adhesion and workability. Also, for tougher durability LATICRETE SPECTRALOCK Epoxy grout was used in the kitchen areas.

The contractor was also having trouble with the normal screed that they were laying out for the project, which kept cracking and was failing on application. As a suggestion, the contractor was shown a sample use of the LATICRETE Fortified 3701 Mortar bed with addition of the

services and have even recommended us for their future projects.” said **Mr. Ritesh Singh, Sales Manager, M.E.**



LATICRETE 254 Slurry. The specially designed latex admixture can be used with thin set mortars, cement grouts, cement mortar beds and other cement mixes. With addition of the slurry bond coat that provided a high shear bond strength, the clients were more than happy with the result of good bonding to the substrate.

Throughout the project the LATICRETE team was on hand for onsite training before the application of any of the approved LATICRETE products by the contractor. Furthermore, the site applications were under done under the constant supervision of the LATICRETE team.

“There is always a sense of pride when working on landmark projects of this nature and we are glad that the contractors ALEC – GCC, chose to work with LATICRETE M.E. for the Doha Festival City project. Overall the contractors were more than happy with our products and

Having recently opened its doors to the public and attracting thousands of visitors during its soft launch, the Doha Festival City is a boost to the rapidly developing retail sector in Qatar. With thousands of visitors converging to the destination during its soft launch, Doha Festival City can easily be described as the largest retail, entertainment and hospitality destination in the country.

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# ISO 13007 Classifications



## What is it?

The tile and stone industry has seen a push to establish a common performance standard for tile adhesives and grouts covering the entire world; ISO 13007. The goal of ISO 13007 is to establish a product classification code to quickly and easily tell an architect, specifier, tile contractor or distributor exactly how a product is designed to perform. ISO 13007 is essentially a combination of European, British and American standards brought together with a common focus; the need for an International Standard.

## How does the classification work?

The ISO 13007 standard requires that an adhesive pass certain minimum performance tests before it may be accredited with a Performance Classification. This Performance Classification is expressed as letters and numbers in an easy-to-use and understand code.

Here we will take a closer look at what the ISO 13007 standard entails for Tile Adhesives...

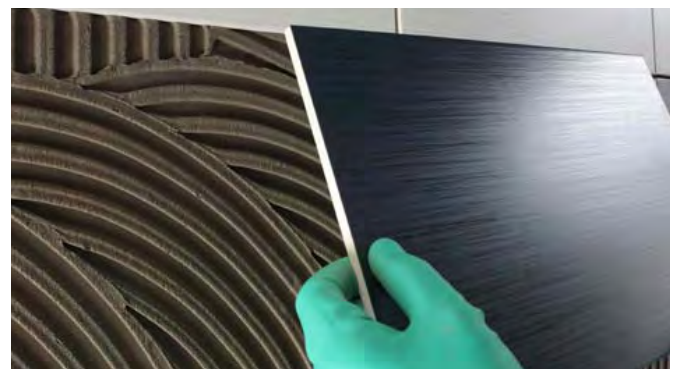
Tile Adhesives are classified in the following groups:

A. Types of Adhesives	
Cementitious Adhesives	C
Dispersion Adhesives	D
Reaction Resin Adhesives	R

B. Classes of Adhesives	
Normal Adhesive	1
Improved Adhesive	2

C. Characteristics of Adhesives	
Fast - Setting / Drying Adhesive	F
Slip-Resistant Adhesive	T
Extended Open Time Adhesive	E
Exterior Glue Plywood Adhesive	P
Deformable Adhesive	S

Based on the above, the designation of the adhesive consists of the letter for the adhesive type (C, D or R), followed by the number of the class (1 or 2), and/or the corresponding letter for the characteristic(s) of the adhesive (F, T, E, P & S).



Now that we know what the performance classification codes designate it is important to know exactly what each code designation means. The following terms and definitions can help clarify what it all means.

**Cementitious Adhesive (C)** – mixture of hydraulic binding agents (e.g. portland cement), aggregates, and organic additives (e.g. latex polymers, moisture retention additive, etc.) to be mixed with water or latex admix before mixing

**Dispersion Adhesive (D)** – ready-to-use mixture of organic binding agents in the form of an aqueous polymer dispersion, organic additives and mineral fillers –mastic type products.

**Reaction Resin Adhesive (R)** – single or multi-component mixture of synthetic resin, mineral fillers and organic additives in which curing occurs by chemical reaction – epoxy or urethane based products.

**Class 1) 1)** – means the adhesive has passed the minimum pass level tests that are mandatory for that adhesive type.

**Class 2) 2)** - means the adhesive has passed the same tests as

**Class 1 and/or other applicable tests, but at higher pass levels.**



- **Extended Open Time (E)** – maximum time interval after application at which tiles can be embedded in the applied adhesive and meet tensile adhesion strength requirement must be 30 minutes. This designation does not apply to reaction resin adhesives (R).

**Slip-Resistance (T)** – the downward movement of a tile applied to a combed adhesive layer on a vertical surface must be 0.5mm for a C or D adhesive, and 5mm for a type R adhesive.

**Fast-Setting (F)** – adhesive with accelerated cure time that must achieve the minimum strength requirements of a fast setting adhesive. This designation does not apply to reaction resin adhesives (R).

**Exterior Glue Plywood (P)** – adhesive with the ability to bond tile or stone

to exterior glue plywood substrates (interior only). This designation does not apply to reaction resin adhesives (R) or dispersion adhesives (D).

**Deformability (S)** – capacity of a hardened adhesive to be deformed by stresses between the tile and the substrate without damage to the installed surface – to pass S1 requirements an adhesive must be able to deform 2.5mm but < 5mm; to pass S2 requirements an adhesive must be able to deform 5mm. This designation does not apply to reaction resin adhesives (R) or dispersion adhesives (D).

The stand-alone designations are separate from the main designation. For example; a cementitious adhesive that has improved characteristics, is fast-setting and has slip resistance would get a designation of C2FT. If that same adhesive is highly deformable it would get an S2 designation, and, if it has improved performance bonding to exterior glue plywood it would get a P2 rating. So, the result would be 3 separate designations; C2FT S2 P2

## LATICRETE M.E & AFRICA

# EVENTS

**LATICRETE M.E.** has had a busy first quarter and has been actively promoting its products across the G.C.C. Some of the highlights were The Big 5 Construct North Africa exhibition, in Morocco, where LATICRETE M.E. highlighted construction solutions and products developed specifically for builders. Having a presence in 16 African countries already, LATICRETE M.E. is expanding its footprint in the region.

Below are some pictures from the event:



Another recent exhibition where LATICRETE M.E. exhibited its products was Project Qatar 2017, held in Doha. Along with the exhibition LATICRETE M.E. also successfully hosted an exclusive client event to demonstrate the use of our floor coating products and SUPERCAP system.

Above are some pictures from the exhibition and the event:





# STONETECH®

Surface Care Products

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## Maximum BulletProof® Sealer



ECONOMICAL



MAXIMUM PROTECTION  
AGAINST MOST STAINS



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**Recommended Surfaces:**  
Natural stone such as marble, granite, limestone, travertine, sandstone, Saltillo and bluestone. Best suited for most porous stone surfaces.

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## MVIS

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## DRYTEK

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## SUPERCAP

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## STONETECH

Surface Care Products

## SPARTACOTE

Resinous / Decorative Finishes



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