



1956 - 2006

50 years  
of innovation



50 Years of Firsts  
LATICRETE® INTERNATIONAL - LEADER IN ITS FIELD



1956

**LATICRETE® 4237 Latex  
Thin-Set Mortar Additive**

First latex thin-set mortar additive



1958

**LATICRETE 3701  
Mortar Admix**

First latex grout and  
thick-bed mortar additive



1960

**Wilshire Flower Building**  
Los Angeles, CA, USA  
World's first steel frame  
hi-rise glass mosaic facade



1963

**LATICRETE 9235  
Waterproofing Membrane**

First thin (20 mil, .05 mm)  
liquid applied load bearing  
waterproofing membrane



1963

**Los Angeles Music Center**  
Los Angeles, CA, USA



1964

**LATICRETE 18 Sound  
Control Underlayment**  
First thin, load bearing  
acoustical underlayment system



1965

**National Mosque of  
Kota Kinabalu**  
Sabah, Malaysia  
24k gold glass tiles adorn multiple  
domes in tropical climate



1965

**St. Louis Arch**  
St. Louis, MO, USA  
Massive paving installation  
in freeze-thaw zone



**1966**  
**LATAPOXY® 210**  
 First cement-based epoxy  
 mortar and grout



**1968**  
**The Story of Creation Mural**  
 Los Angeles, CA, USA  
 Intricate and large scale use of  
 glass mosaic on exterior facade



**1970**  
**World Trade Center**  
 New York City, NY, USA  
 World's tallest structure



**1973**  
**Detroit Renaissance Center**  
 Detroit, MI, USA

**1974**  
**LATICRETE**  
 Bethany, CT Plant opens



**1975**  
**Thistle A. Platform**  
 North Sea, Thistle Field



**1977**  
**Hyatt Regency**  
 San Francisco, CA, USA



**1977**  
**Rainier Tower**  
 Seattle, WA, USA  
 Tile base of structure subject to  
 extreme movement



**1980**  
**Sears Tower**  
 Chicago, IL, USA  
 World's tallest structure



**1980**  
**Industry First**  
 Architectural Specifications on disk



**1981**  
**Harry T. Swanson**  
 First and Three-time LATICRETE  
 President's Cup Award Winner

**1981**  
**Industry First**  
 Domestic and International  
 School for Tile Installers



**1983**  
Industry First  
Architectural CAD Details on disc

**1983**  
**LATICRETE**  
Mira Loma, CA  
Plant opens



**1983**  
**Bullock's Department Store**  
Northridge, CA, USA  
Building collapsed in 1993  
Northridge Earthquake, tiles  
remained bonded.



**1983**  
**Trump Tower**  
New York City, NY, USA



**1983**  
**Tele Diffusion de France**  
Paris, France



**1985**  
**Washington DC Metro**  
Washington DC, USA



**1985**  
**LATAPOXY SP-100**  
**Stainless Grout For**  
**Floors N' Walls**  
First "User Friendly"  
100% solids epoxy grout exceeding  
ANSI A118.3

**1985**  
**LATICRETE**  
Grand Prairie, TX  
Plant opens



**1987**  
**Golden Wheatstock Tower**  
Paris, France

**1988**  
**LATICRETE**  
West Palm Beach, FL  
Plant opens

**1988**  
**LATICRETE**  
Indianapolis, IN  
Plant opens



**1989**  
**Xerox Center**  
Santa Ana, CA, USA



1989

**The Basilica of Our Lady of Peace**  
Ivory Coast, Africa  
Largest basilica outside of Vatican City



1989

**LATICRETE 333 Super Flexible Additive**  
First super flexible thin-set mortar



1990

**Baltimore-Washington International Airport**  
Anne Arundel County, MD, USA

1990  
Industry First  
Automated Fax On-Demand system



1991

**Walt Disney Corporate Headquarters**  
Lake Buena Vista, FL, USA

1991  
Industry First  
Written Labor and Material Warranty



1992

**Lombard Street**  
San Francisco, CA, USA  
Repaving of one of the world's most recognizable roads



1993

**LATAPOXY Speck-L Grout**  
First pigmentless grout  
New stainless, nonstaining technology



1993

**LATAPOXY 2000 Industrial Epoxy Grout**  
First industrial strength 100% solids epoxy grout exceeding ANSI A118.5

1994  
Industry First  
ISO 9001 Certification

1994  
Industry First  
AIA/CES Continuing Education  
International Passport Provider

1994  
Industry First  
General Catalog on Disc



<p><b>1994</b> Industry First web site</p>	<p><b>1997</b> <b>Mount Rushmore National Memorial Visitor Center</b> Blackhills, SD, USA Plaza and Deck Installation over auditorium</p>	<p><b>1997</b> <b>Rock-N-Roll Hall of Fame</b> Cleveland, OH, USA</p>	<p><b>1999</b> <b>LATICRETE LATAMANIA!</b> Hummer Winner</p>
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<p><b>1999</b> <b>LATICRETE Brazil</b> Joint Venture established</p>	 <p><b>1999</b> <b>LATAPOXY 310 Stone Adhesive</b> High strength construction epoxy adhesive</p>	 <p><b>1999</b> <b>Petronas Twin Towers</b> Kuala Lumpur, Malaysia World's tallest structure</p>	 <p><b>2000</b> <b>Burj Al Arab Hotel</b> Jumeirah Beach Resort, Dubai, UAE World's first seven star hotel</p>
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<p><b>2000</b> <b>LATICRETE India</b> Joint Venture established</p>	 <p><b>2001</b> <b>Kodak Theatre</b> Hollywood, CA, USA Home of The Academy Awards™</p>	 <p><b>2002</b> <b>Central Artery Tunnel "The Big Dig"</b> Boston, MA, USA</p>	<p><b>2002</b> <b>LATICRETE China</b> Joint Venture established</p>
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 <p><b>2003</b> Industry First to incorporate antimicrobial agents into a complete product line</p>	 <p><b>2003</b> <b>LATICRETE 255 MultiMax Multipurpose Thin-Set Mortar</b> First lightweight, non-sag, KEVLAR® reinforced mortar</p>	 <p><b>2003</b> <b>LATICRETE SpectraLOCK™ Grout</b> Patented Technology – stain and chemical resistance combined with easy installation</p>	 <p><b>2003</b> <b>The Shops at Willow Bend</b> Plano, TX, USA</p>
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**2003**  
**WWII Memorial**  
Washington, DC, USA

**2003**  
**LATICRETE Middle East**  
Joint Venture established



**2003**  
**David A. Rothberg**  
named LATICRETE Chairman and  
CEO



**2004**  
**LATAPOXY 310 Cordless Mixer**  
A revolutionary cordless mixer triples  
productivity for vertical installations  
of large format tile and stone



**2005**  
**LATICRETE SpectraLOCK™ PRO**  
**Grout**  
New improved version complies with  
ANSI A118.3 and offers increased  
stain resistance



**2005**  
**Biogen Idec**  
La Jolla, CA, USA



**2005**  
**Holy Cross Parish Church**  
Deerfield, IL, USA



**2005**  
**GREENGUARD™ Certification**  
Industry First certified low VOC  
products



**2005**  
**Architectural Guide Book**  
Industry First customizable web-  
based specification process



**2005**  
**LATICRETE**  
Hamlet, NC Plant opens



**2008**  
**"The LATAVAN"**  
Industry First Demo Vehicle