Artisan Tile and Laticrete Tri-Poly Grouts Team Up With BMW

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After extensive research and development, Laticrete International Inc., the world leader in manufacturing installation systems for ceramic tile and stone, has introduced the latest in grout technology with state-of-the-art Tri-Polymer fortified sanded and unsanded grouts. These high performance grouts provide a smooth and creamy mix, reduced water absorption and improved color consistency without the need for a latex additive.

Artisan Tile and Marble Company of New Jersey recently installed about 6000 sq. ft. of porcelain floor and wall tile in the showroom and bathrooms of Difeo BMW of Tenafly, NJ. Artisan used the new Latlcrete Tri-Poly Fortified Grout to grout all the tile ... 1600 series unsanded for the walls and 1500 series sanded for the floors.

"We use Laticrete products exclusively whenever we can, and have successfully used Laticrete products for as long as I can remember," stated John Sekora, owner of Artisan Tile and Marble, one of the largest commercial tile contractors on the east coast.

Difeo BMW is being built by Infante Associates, Inc., general contractor from Ridgewood, NJ, the architect is Furman, Foord, Dito and Swify from Tenafly, NJ. Laticrete grouts are specified in BMW's national specification for showroom dealerships and the project architect selected Platinum Tri-Poly Grout from Laticrete's 1997 Grout Renaissance of Color Palette. To install the tile and maintain a Laticrete single source of responsibility, Artisan chose Laticrete Super Flexible 333 additive mixed with Laticrete 317 Thin-set Mortar to achieve a better installation system, which they purchased through daltile.

"There are three different performance levels of grout," states Dr. Quinn, Vice President of Technology for Laticrete International. "Our 1500 and 1600 Series should be positioned at the top of the Good category in a "Good-Better-Best" scenario. In particular, these products are much less sticky than typical polymer fortified grouts, are easier to apply... and clean up very easily, as well. The 1500 series grout is ideal for grout joint widths of 1/8" (3 mm) up to 1/2" (12 mm) for both interior and exterior applications. The 1600 Series has been engineered for narrow joints that are 1/8" or less and for use with soft bisque glazed wall tile, non-vitreous clay tile, marble, and stone."

"The new Tri-Poly Fortified Grouts performed well above our expectations. In particular, the tile installers commented on how easy it was to apply the grout and clean up," added Sekora. Both 1500 and 1600 series grouts are formulated from a blend of high-strength Portland cement, graded aggregates, unique polymers and color-fast pigments. In this way, users simply have to add water instead of adding a latex additive to the cementitious grout powder.

Laticrete International, Inc. is the world leader in the manufacture of ceramic tile and stone installation systems. For additional information contact toll free: (800) 243-4788 ext. 235. For literature 24 hours x 7 days call the Laticrete Fax on demand system: (800)359-3297. Outside the USA, 203-393-0015 ext. 360. On the internet, www.laticrete.com.

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