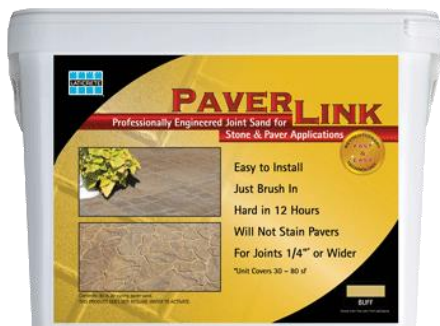




For additional information, contact:
Ron Treister
rtt@communicatorsintl.com
207-828-8050 x 2

Introducing PAVER LINK™, The Professionally Engineered Joint Sand for Stone & Paver Applications



August 11, 2013. LATICRETE, a manufacturer of globally proven construction solutions for the building industry, announced today the launch of PAVER LINK™ to the marketplace.

A professionally engineered joint sand for use on practically all hardscape projects, the revolutionary technology of PAVER LINK makes installation easy by simply brushing the product into the joints between pavers. Ready for use right out of the package, no misting with water or tamping down is necessary. Once installed, it cures in just 12 hours, and will not stain pavers, create dust, or wash out like most of today's polymeric sands.

According to Jonathon Scott, LATICRETE Product Manager, "People should think about PAVER LINK as grout for outdoor pavers. For any paving configuration, it not only links pavers together... but, in doing so, it also eliminates most any weed growth. Being permeable, it allows rainwater and oxygen to permeate the ground right beneath the installation, while not polluting soil or groundwater. It also resists damage from mechanical cleaners."

Once installed for exterior applications, PAVER LINK is extremely long-lasting and will complement any new patio, pathway, plaza or driveway. "When it comes to commercial interior paving projects such as atriums and rustic food courts," added Scott, "PAVER LINK is an ideal product to be specified, as well."



For the optimal results, paver joints should be a minimum of 1/4" wide and at least 1"

Globally Proven Construction Solutions

deep. PAVER LINK is best to be used with paving blocks, flagstones and larger, multi-shaped pavers. It is not recommended for use with joints less than 1/4" wide.

LATICRETE International, Inc. provides globally proven construction solutions for the building industry. LATICRETE® products are manufactured and distributed worldwide in the commercial and consumer channels. The company's philosophy of innovation and technical expertise has led to an unparalleled reputation and commitment to superior quality, performance and customer service. Engineered and produced in state-of-the-art ISO 9001:2008 certified facilities, LATICRETE offers a broad product portfolio including an extensive line of independently certified low VOC sustainable products. LATICRETE®, LATAPOXY®, SPECTRALOCK®, HYDRO BAN®, DRYTEK® and PERMACOLOR® are registered brands of LATICRETE International, Inc. *Corporate Website:* www.laticrete.com

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