

Globally Proven
Construction Solutions

MIDDLE EAST & AFRICA
NewsLETTER

**FEATURE
FOCUS**

TEXAS MOTOR SPEEDWAY, USA

**GUEST
APPEARANCE**

JOSEPH SKAYRAK

GENERAL MANAGER, SPECIAL PROJECTS DIVISION,
BELHASA PROJECTS LLC



**MOHANDIS
CORNER**

MARBLE AND GRANITE TILES





As we head towards the end of 2017 and say goodbye to the year gone by, the team at LATICRETE Middle East will also be saying a fond farewell to Sujit Singh.

Sujit, in charge of LATICRETE Middle East since its inception, has worked for LATICRETE International for over 18 years and was instrumental in setting up the company and manufacturing facilities in Ras Al Khaimah.

Having set-up the factory in early 2003, Sujit started with very few people and steadily built a large team of professionals around him. He was instrumental in building the LATICRETE brand and establishing strong relationships within the construction industry in the region. From a handful of employees, the LATICRETE M.E and Africa family has grown to over a hundred people in the region. As Sujit moves on to pursue other interest, I wish him the very best.

Moving into the New Year, I am excited to announce the appointment of Ritesh Singh as the General Manager of LATICRETE Middle East. Ritesh Singh previously served as the Head of Sales and has played a key role in driving growth in the region. Ritesh started his journey with LATICRETE in India as a fresh MBA graduate and spent over 12 years building up a territory that eventually became our biggest sales territory there. Subsequently he worked for Pidilite and two years ago he rejoined Laticrete in the Middle East.

On the corporate front: LATICRETE International acquired 5 companies this year; 3 in Europe and 1 each in Australia and Central America and we have strong plans to further expand our presence across the Middle East, Africa, Asia,

Europe and Latin America in the next 3 - 5 years. LATICRETE today is a major contender in the construction industry and is known as a provider of innovative and green solutions, used in residential, commercial and industrial applications.

LATICRETE Middle East will continue to play a big role in our growth plans. I would like to take this opportunity to wish Ritesh Singh good luck, as he leads his team into an exciting phase of growth for the region.

Going into the festive season, I would also like to wish our readers, clients, industry colleagues and our team, a Very Merry Christmas and a Happy New Year.

Faisal Saleem

Vice President,
LATICRETE International Inc.



LATICRETE M.E. HAD A SUCCESSFUL SHOWING AT THE BIG 5. We saw a great turnout at the LATICRETE Middle East stand and are grateful to all our customers who took the time to visit us at the show.

BIG 5 DUBAI

NOVEMBER 26-29

A key to the show was building new relationships and we are excited and look forward to additional opportunities and joint ventures in the near future. Our team was also at its peak performance, sealing deals with clients, from the first day of the event. Another successful endeavor was our iPhone giveaway at the show, for taking selfies at the LATICRETE Middle East stand. We are proud to announce our winner, Mr. Ghazanfar Hussain and would like to congratulate him on being chosen as the winner, for the Take a Selfie Competition.



LATICRETE M E @
BIG 5 DUBAI - HALL 5, STAND 5F221



TEXAS MOTOR SPEEDWAY

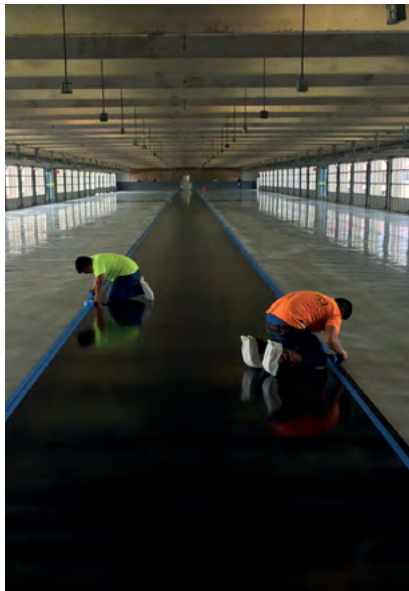
Fort Worth, Texas, USA



Situation

The Texas Motor Speedway®, located in No Limits, TX, is home to several popular NASCAR™ events each year. Everything about the place states no limits. Four Dallas Cowboys’ football stadiums fit inside the track. It has the biggest outdoor high definition digital display board in the country. It houses over 190,000 screaming fans that attend the NASCAR events and make Ft. Worth, TX, their home for up to two weeks.

In the fall of 2016, Texas Motor Speedway management partnered up with LATICRETE International to bring high performance SPARTACOTE™ concrete coating systems to the legendary raceway’s massive garages. The existing floor surface had a thin film epoxy that was failing and had exceeded its service life. The owners were not looking for just any old epoxy coatings as a replacement. They demanded professional, customized concrete coating systems, which only SPARTACOTE offers.



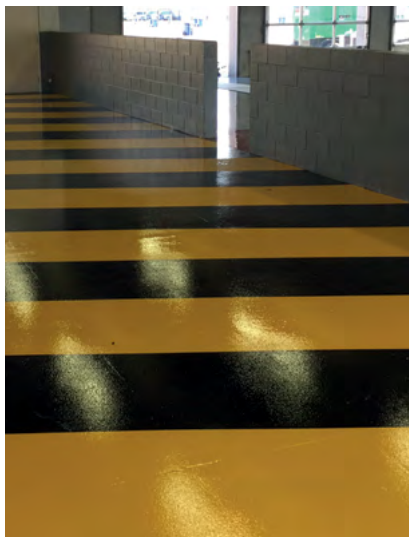
“This was a big project with a lot of planning involved. My team and I really enjoy working with the SPARTACOTE™ product and appreciate the support LATICRETE® brings to the table. We look forward to doing another coatings project like this soon.”

~ Richard Garcia,
Intertech Flooring

Challenges

Working with design professionals, they initiated their garage floor concept, including custom colors, textures, logos, and specified a moisture mitigating primer coat spanning the concrete surface to minimize any excess moisture found within the existing slab. Texas-based Intertech Flooring was awarded the project due to their excellent reputation in flooring solutions and experience in specialty, high profile projects such as this one.

Moisture Vapor Barrier, the 100% solids epoxy moisture mitigating primer manufactured by LATICRETE, requires floors prepared to a CSP 3 for proper adhesion. Shot blast or heavy grinding is typically the best way to achieve CSP 3 for concrete surface preparation. Floor preparation is often the most time-consuming part of a professional SPARTACOTE coatings project. It is also the most important part of a successful coatings project despite the type of resin applied. After grinding, the floor was repaired using SPARTACOTE FAST FIX™ to treat the joints and areas of the concrete that scaled and spalled.



The Intertech crew began surface preparation procedures by shot blasting and grinding the existing concrete to CSP 3. DRYTEK™

A LATICRETE Solution

After Intertech completed the surface preparation, the crew began to mix and apply the DRYTEK™ Moisture Vapor Barrier (MVB) moisture mitigation primer. This particular moisture mitigator is unique in that the contractor can pigment the resin a particular color for it to act as the base colored primer coat within the coating system, saving the installer a step in the SPARTACOTE™ coatings process. This product saves both the installer and floor owner time and money in returning floors to service as well as giving them a warranty against moisture-related failures. The crew rolled out the pigmented grey DRYTEK MVB across all 22,000 ft² (2,044 m²) of prepared concrete at 12 mils thickness and allowed it to cure for 12 hours.

Upon full cure, the crew buffed the surface using a swing machine with 100 grit screens and then thoroughly cleaned it. Next, the Intertech crew began mixing and rolling out solid color and cherry red Metallic mid-coats of SPARTACOTE material that served as the outline for the rectangle leading to the massive, 90 ft (27.4 m) Texas

Motor Speedway® logo in the middle. (Note: in phase 2 of the garage installation, a cobalt blue SPARTACOTE Metallic color was applied over the black base coat.) They also applied the black base coat in the inspection bay areas within the space so that they would be prepared for safety yellow striping. The mid-coats had SPARTACOTE Grip added to the coating for additional foot traction.

Once the mid-coats cured, the Intertech crew applied the monstrous-sized Texas Motor Speedway logo over the Metallic coating. This stencil serves as the logo's adhesive, ensuring exacting precision. The team applied, tamped-down, and carefully removed the backing adhesive and saw that Texas Motor Speedway's logo turned out flawlessly. The Intertech crew then applied a final clear SPARTACOTE topcoat over all 22,000 ft² (2,044 m²) of garage space to lock in all colors, textures and logos, and to ensure a seamless, durable finish.



Outcome

Texas Motor Speedway Vice President of Operations Mat Stolley was enthusiastic with the finished, custom SPARTACOTE floor, stating, "I think the NASCAR® and Indy teams, when they come to see this, they're just going to say WOW! Look at this thing! This is as nice as any NASCAR garage I've ever been in."

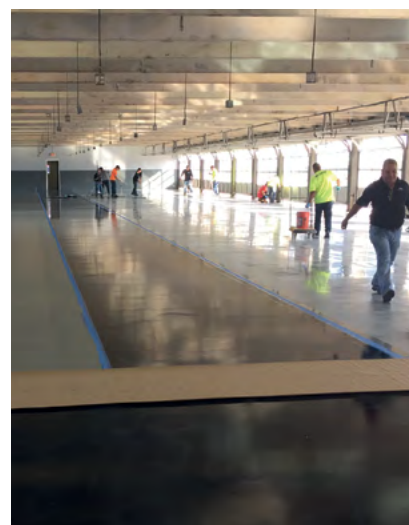
The Intertech team completed and turned over the Phase 1 of the Texas Motor Speedway north commercial garage project in October 2016 in time for the Texas 500 NASCAR event in November. Phase 2 was completed in February 2017.

PROJECT:
44,000 ft² (4,088 m²)

SPARTACOTE INSTALLER:
Intertech Flooring – Austin, TX



SOUTH GARAGES PHASE 2:
22,000 ft² (2,044 m²) of NASCAR-grade commercial garage spaces and safety inspection bay areas



NORTH GARAGES PHASE 1:
22,000 ft² (2,044 m²) of NASCAR-grade commercial garage spaces and safety inspection bay areas



polyester-based adhesive that portland cement mortars may not reliably bond to. Such reinforced stone tile may require the use of an epoxy adhesive (e.g. LATAPOXY® 300 Adhesive).

Please note that granites and marbles are available overseas in a wide range of price. The old adage “You get what you pay for” applies here. Uniformity and consistency of sizing, proper gauging and good quality material are three very important factors to consider. A tile of poor quality will often take an installer a longer time to install in order to compensate for the variations. Often times you end up with an unsatisfactory installation that is more costly than originally planned.

INSTALLATION TIPS

Marble and granite are generally 12” x 12” (300 mm x 300 mm) in facial dimensions. It is now possible to use thin tiles (approximately 3/8” [10 mm]) due to more sophisticated installation materials.

1. Although “mud”, a 2-3” (50-75mm) bed of cement mortar is often considered the ideal base for tile and stone work, thin-bed applications can also be used. Rigid floor construction is critical for providing long lasting stone installations. The floor structure must meet the minimum standard for deflection of L/480.

Resin backed, mesh backed, green marble or moisture sensitive stone or agglomerate tile requires special installation materials. We recommend



LATAPOXY 300 Adhesive as the adhesive for these applications. For more information on the installation of resin-backed tile or stone please refer to LATICRETE TDS 150 “Installation of Resin-Backed Tile and Stone” available at www.laticrete.com.

2. Always use white mortars for installing white or light-colored marbles.

MARBLE AND GRANITE TILES

Marbles and granites have become increasingly popular over the past several years. Much of this is due to newer technology and techniques that lower production and installation costs. While marble and granite were once playthings of the idle rich, the cost is now increasingly affordable.

The variations in marble, travertine, dolomite, granite, sienite, gabbro, etc. are what give each stone individuality and character. A basic knowledge of these differences and the proper usage and limitations of each stone will help your customer select the one that is best suited to their needs and tastes. Let us discuss some basic facts that are common to most marble, granite and other stone.

Marbles and granites are either mined or quarried out of caves and mountains. They are taken out

in large blocks. These blocks are then cut into slabs or tiles of whatever thickness is desired. The slabs or tiles are then polished, honed, or flamed depending on the desired texture and appearance of the surface. After this, they are sold as is in bundles or cut further and worked into various sizes and shapes.

Marble and granite tiles are customarily cut into 12”x12” (300 mm x 300 mm) squares and gauged to uniform thickness. Then, they are sent through a machine that hones a slight bevel into the edge of each piece. This creates a “cushioned edge” that will eliminate the sharpness if you were to run your fingers over an installed surface.

Many stone products have a mesh reinforcement adhered to the back surface of the tile. The adhesive used to attach the mesh is not standardized, but is commonly an epoxy or



JOSEPH SKAYRAK

General Manager, Special Projects Division, Belhasa Projects LLC

With decades of experience in the construction industry, Mr. Joseph Skayrak has been a part of several prestigious projects in the region. A well-heeled traveler, Mr. Joseph often rubs shoulders with VIP's and has worked on several niche assignments driven by quality and an eye for detail.

We spoke to the General Manager of the Special Projects Division at Belhasa Projects, to learn more about his roots in the industry and his eventual move to Dubai.

Lebanon is where the passion originated ...

My family is from the beautiful country of Lebanon, which is where I grew up. In a manner of speaking, one could say that my inspiration came from the fact that I was surrounded by a lot of natural beauty and water bodies, which always intrigued me. Even today, I continue to be fascinated by and work with several projects primarily involving large and unique water features. From Lebanon, for about five years, I went to the United States to continue my higher educational pursuits in engineering. Upon going back to Lebanon I discovered that good opportunities were hard to come by, owing to the political climate in the country at the time. So, I decided to pursue my professional goals in Saudi Arabia. I started my work in Saudi as a consultant engineer which allowed me to build a solid foundation, eventually moving into contracting for a period of three years. I have been in Saudi Arabia for over twenty four years and most of my professional career was spent, honing my skills in a niche sector, with a company that dealt with the design and maintenance of sports and leisure features, water features and aquascapes, swimming pools and coatings. Working in Saudi Arabia for over two decades is what has helped shape my career in the industry.

What have been some of the highlights when working in Saudi ...

I always liked to travel and while working in Saudi, I was able to build a multitude of international con-

tacts with European and American firms. As a part of my job profile to drive business in international markets, I have developed professional relationships in countries such as France, Germany, Spain and the United States., to name a few. I have had the opportunity to work on several prestigious projects such as the King Abdullah University of Science and Technology, in Saudi Arabia. I have also worked on private projects for VIP Villas and Royal Palaces, which usually cater to the ultra-luxury segment. This would usually involve the design and build of unique water features and swimming pools, where detail and quality are of utmost importance.

The move to Dubai came about because ...

Dubai is considered to be the center of business in the Gulf and the Middle East and I was keen to explore and be a part of the construction sector in the country. It so happened that I got an opportunity with Belhasa Projects in early 2014 and decided to take it on and moved to Dubai. An advantage was also that my past experience and background matched the requirements of my current profile, as Belhasa Projects had a similar scope of work with waterproofing and coatings, civil and MEP works, swimming pools, etc.

Assuming that the market here functions differently from Saudi Arabia, what has been unique about working in Dubai ...

Dubai has a myriad number of projects that have challenged the construction sector to find innovative solutions for complex projects. This is unique to the local environment, wherein we are always looking for ways to push boundaries. The rhythm of work in Dubai is also faster, as can be seen with the pace of construction and the number of new project announcements in the country. Another great thing about working in Dubai, is the number of different nationalities one gets to interact with on a daily basis. With so many cultures and people from varied backgrounds, Dubai truly is the melting pot of different nationalities.

Your relationship with LATICRETE began ...

More than 15 years ago! It was a long time ago but I remember an American consultant who had approached me back then and introduced LATICRETE to me in Saudi Arabia. We were working on a swimming pool project and if I remember correctly,

all LATICRETE® products were sent from the United States directly. The consultant had specified LATICRETE and I had just received the data sheets for the LATICRETE waterproofing solutions. We applied the product and saw excellent results. Ever since, I have always loved LATICRETE and especially use LATICRETE solutions for complex projects where quality and reliability are paramount.

Some projects that you have worked on with LATICRETE in the region ...

There are too many to recount them all! But recent projects would include the Abu Dhabi Fairmont Hotel where we used LATICRETE solutions for the swimming pool and water features on the property.

In Mohammed Bin Zayed City, we worked with our client Burjeel Medical City for their hydrotherapy pool, Jacuzzi and landscaping works, using LATICRETE waterproofing solutions. Other projects include the renovation works for Bab Al Qasr in Abu Dhabi, the refurbishment of the water features at the Dubai Marina Towers and more recently we used LATICRETE waterproofing products for the water fountain project at the Dubai Police Headquarters.

Your take on working with LATICRETE ...

LATICRETE and I have a relationship going back to my time in Saudi Arabia, so for nearly two decades! I have always been impressed with the quality of LATICRETE products and know that I can always rely on them for positive results. In fact, I always use LATICRETE solutions for the more complex projects, as I am confident of the outcome and delivering exceptional finishes for the client.

An accomplishment that you are proud of ...

Over the years I have specialized in Shotcrete or Guniting technology. Shotcrete or Guniting is concrete or mortar conveyed through a hose and pneumatically projected at high velocity onto a surface, as a construction technique. It is typically reinforced by conventional steel rods, steel mesh, or fibers. I have been involved with Shotcrete, right from the beginning when it was introduced in Saudi Arabia, in 1988. Using this technology, I have even worked on a mosque in Saudi Arabia, in the shape of the Sydney Opera House. This project was only possible using Shotcrete or Guniting technology. Today I consider myself to be an expert in this field and in the use of Shotcrete or Guniting technology.



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