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MIDDLE EAST & AFRICA
NewsLETTER

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LATICRETE
JANUARY 2018

**FEATURE
FOCUS**
THE DUBAI FRAME

**GUEST
APPEARANCE**

SHAMIM KHAN
MANAGING DIRECTOR,
ALIF BUILDING MATERIALS TRADING

**MOHANDIS
CORNER**
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MOISTURE TESTING

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Welcome to 2018!

I hope you celebrated the start of 2018 in good spirits, surrounded by family and friends.

Now that we are a few days into the New Year, it's good to look ahead and think about all the exciting changes, challenges and rewards that this coming year will bring us.

As we forge ahead with plans to develop existing markets and expand into new markets this year, LATICRETE Middle East will continue to leave a mark in the construction industry through innovation, inspiration and leadership. Our team is poised and ready to deliver the best in terms of service and quality, and I'm sure 2018, will be a year of positive growth for LATICRETE Middle East.

Every successful enterprise has a strong foundation and our foundations are built on the trust and loyalty of our customers. I would like to thank our clients, distributors and suppliers for their continued patronage and

ensure them of our unwavering support, quality service and innovative solutions, for a mutually beneficial and successful year ahead.

Moving forward decisively and swiftly towards our collective objectives, I would also like to thank the team at LATICRETE Middle East and Africa, as this is only possible with their continued dedication and teamwork, which is the cornerstone of success for LATICRETE Middle East. This year will bring its own challenges but I'm sure by working together, keeping focused on our priorities and putting our customers first, we can realize our ambitions.

Wishing everyone a Very Happy New Year and my very best wishes to you and your family for a prosperous 2018.

Ritesh Singh

General Manager - Middle East and Africa



A festive graphic for the New Year. It features the text "happy NEW YEAR 2018" in a mix of blue and white fonts. The word "happy" is in a cursive script, "NEW YEAR" is in a bold sans-serif font on a blue banner, and "2018" is in a large, bold sans-serif font. The background is light blue with white bokeh circles and various geometric shapes like triangles, squares, and lines radiating from the center.

LATICRETE Middle East would like to wish all our customers, colleagues and friends a Happy New Year! We look forward to working with you in 2018!



The sales and technical teams from LATICRETE Middle East & Africa got together for a product training session, conducted by Ranen Beaver, International Technical Services Manager from LATICRETE International, at our factory in Ras Al Khaimah.



THE DUBAI FRAME

A Bridge Between Dubai's Past & Future

There are a very few iconic projects that break through the concrete clutter of a modern skyline, while building a bridge between the histories of a city that was and a city that lives in the future.

Dubai is well known as a global hotbed of futuristic designs and architectural marvels, that can rival any city, and is home to several triumphs like the Burj Khalifa and the Burj Al Arab to name a few. With a vision for the future, Dubai has never slowed down and is always looking to innovate, inspire and build its dreams into reality.

Moving forward sometimes means you leave behind the past or overlook the point of origin. Where it all started and how we got here, is just as important as knowing where you are headed. The Dubai Frame is that link, devised to ensure that in spite of the commotion of a hectic citywide development, Dubai has not let go of the past. It is a unique view into the roots of old Dubai and the foundations of the modern city that is new Dubai.

The Dubai Frame, built to represent a huge picture frame, is a giant rectangular structure located in Zabeel Park. The location of the Dubai Frame plays an important part and was carefully chosen to allow visitors a panoramic view, of both old and new Dubai. This give the visitors the advantage of taking a snapshot of both sides of the city from one unique spot.

Designed by award-winning architect Fernando Donis, who also designed Dubai's Porsche Design

Towers and the Dubai Renaissance Tower, the aesthetic and architectural landmark creates a bridge between the past and the present, in the form of a frame, with two towers a 150m in height and 93m in width, which are connected by a 100 square meter bridge at the top. The bridge serves as an observatory, providing uninterrupted views of old Dubai to the north, and new Dubai to the south.

The Dh160 million structure will give visitors a 360 degree view of Dubai and the bridge connecting the two towers will also have a 25 square meter glass panel in the middle. On the ground floor of the structure is a museum, which showcases Dubai's transformation from a fishing village to a metropolis. An immersive 'Virtual Metropolis' experience is created on the walls by means of interactive projections, light and sound to create the city of the future.

Working with the client, the Dubai Municipality, the consultant, Hyder Consulting Middle East Ltd. and Al Rostamani Pegel, who were the contractors for the Dubai Frame, LATICRETE products were extensively used throughout the project for the fixing of mosaic tiles on the water features in the project.

The client required premium quality tile adhesives and epoxy grouts for the project and the LATICRETE products that met the high standards of the client and eventually approved for use in this project

were, LATICRETE® 254 Platinum Adhesive and LATICRETE SPECTRALOCK® Epoxy Grout.

LATICRETE 254 Platinum is the ultimate one-step, polymer fortified, thin-set mortar for interior and exterior installation of ceramic tile, stone, quarry tile, pavers and brick. 254 Platinum, designed to just mix with water, has a long open time with unsurpassed adhesion and workability. Equipped with anti-microbial technology, superior for exterior and submerged applications and excellent for providing superior bond to exterior glue plywood (interior only) and concrete.

LATICRETE SPECTRALOCK Epoxy Grout was recommended and approved, as SPECTRALOCK PRO Grout is a revolutionary breakthrough in grout technology that produces the most color uniform, color accurate grout available today. Based on new cross-linking technology, SPECTRALOCK PRO Grout provides excellent stain resistance, ease of use and meets all of the performance requirements of ANSI A118.3. SPECTRALOCK PRO Grout is available in a tremendous range of colors, including 40 traditional solid colors and many exciting options using SPECTRALOCK DAZZLE™ which include Gold, Silver, Copper, Mother-of-Pearl, and Glow-In-The Dark. With all its performance advantages, SPECTRALOCK PRO Grout provides some very important workability features and anti-microbial protection to help inhibit the growth of mold and mildew into the grout. Tough, durable, and crack resistant, it is ideal for installations at wide temperature ranges.

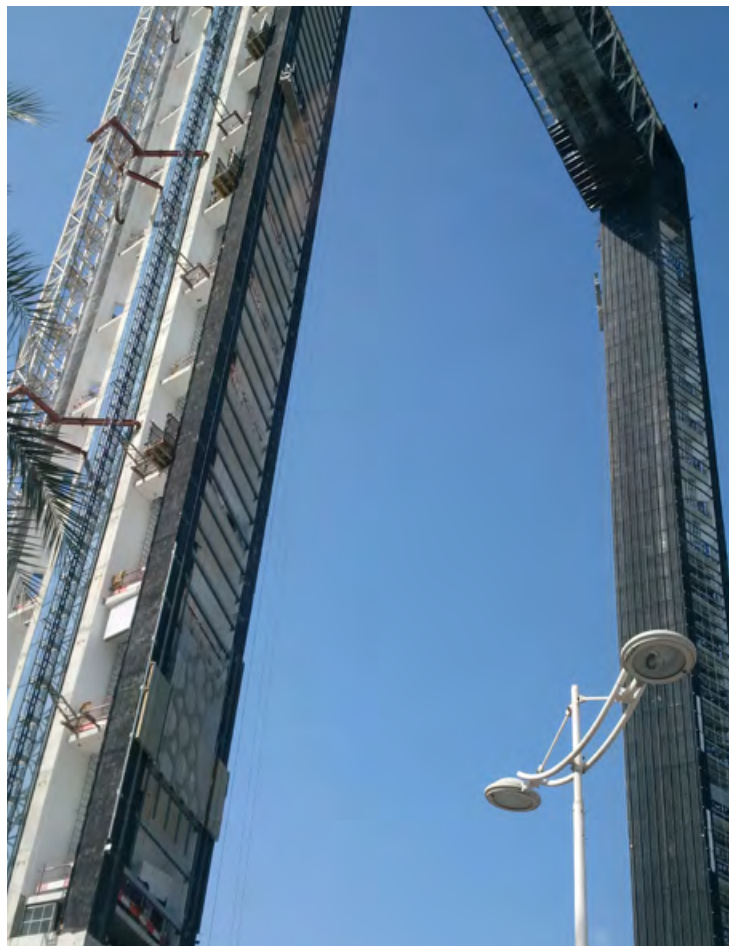
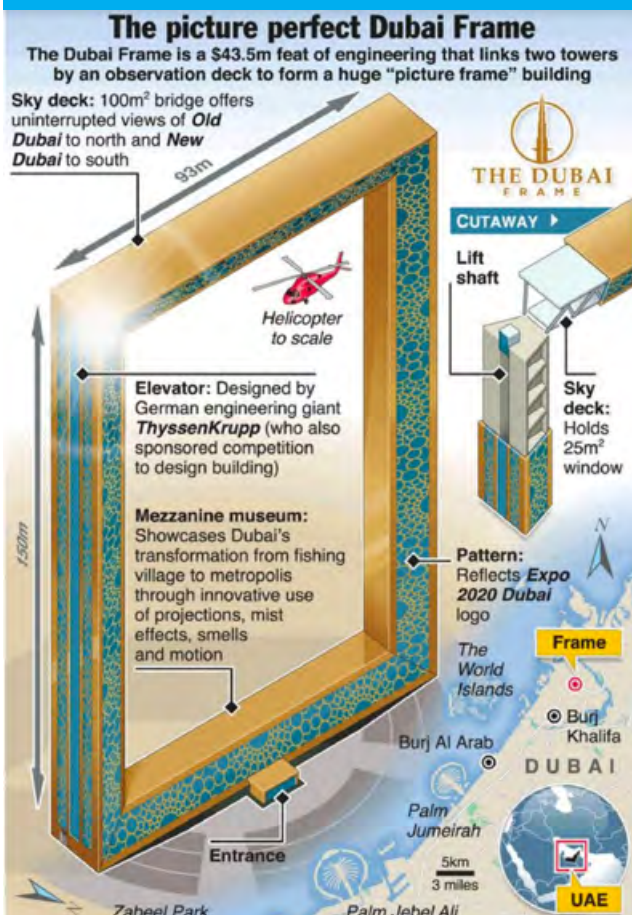
Mr. Hemant Patel, LATICRETE UAE Sales, mentioned "As this was a prestigious project we made sure that we were on call to lend a hand at any given time. We did an onsite training and demonstration for LATICRETE products, wherein we demonstrated the installation of the product through proper surface preparation, mixing and the proper application techniques on site.

When the clients were looking for grout colors to go with their mosaic tiles, we immediately arranged special sample boards using their mosaic tiles with different grout colors, which gave them an overview of the LATICRETE range of grout colors and helped them chose the right grout color for their project."

LATICRETE M.E. takes pride in being a part of a landmark project such as the Dubai Frame, which was also recently named among the world's best new attractions of 2017.



Here we take a look at some intricacies of Dubai Frame :





LATICRETE AND MOISTURE VAPOR EMISSION RATE, RELATIVE HUMIDITY AND MOISTURE TESTING OF CONCRETE

Materials used in tile and stone installation applications can be affected by moisture during the installation and curing phases. Some materials, such as waterproofing membranes, may not cure properly or may delaminate from a continually wet substrate, or a substrate with a high moisture vapor emission rate (MVER). A substrate which is damp or has a high MVER may also contribute to the formation of efflorescence. Concrete with a high moisture vapor emission rate may also have an impact on a tile or stone installation.

There are generally three tests that are used to determine moisture content in concrete. The three tests are:



1. Calcium Chloride (ASTM F1869 – Standard Test Method for Measuring Moisture Vapor Emission Rate of Concrete Subfloors Using Anhydrous Calcium Chloride)

The Calcium Chloride test involves placing a Petri dish of calcium chloride (covered by a plastic dome adhered to the concrete) on the concrete and allowing the Petri dish to remain in place between 60-72 hours. The calcium chloride absorbs any moisture vapor that transmits through the concrete within the plastic dome. The results of a calcium chloride test measures the amount of moisture



absorbed and results are stated in pounds per 1,000 ft² (92.9 m²) in a 24-hour period. Please note that the ASTM F1869 test should only be conducted in interior conditions when the building is completely enclosed and the air conditioning or heating system is turned on, unless otherwise instructed by the test kit manufacturer. This is not a test recommended for exterior use.

2. Relative Humidity (ASTM F2170 – Standard Test Method for Determining Relative Humidity in Concrete Floor Slabs Using In-situ Probes)

The Relative Humidity (RH) test involves placing probes in the concrete and taking readings with a hygrometer. A relative humidity reading of 75% or below is acceptable for most tile applications. Please note that the ASTM F2170 test should only be conducted in interior conditions when the building is completely enclosed and air conditioning or heating system is turned on, unless otherwise instructed by the probe manufacturer. This test is not recommended for exterior use.

3. Relative Humidity (ASTM F2420 – Determining Relative Humidity on the Surface of Concrete Floor Slabs Using Relative Humidity Probe Measurement and Insulated Hood)

This test method involves placing a purposely-made, thermally insulated hood onto the surface of a concrete slab thereby creating an entrapped and impervious air pocket. Once placed, the hood is left undisturbed until the pocket is equilibrated (72 hours). Once equilibrated, a humidity probe is inserted into a lined access hole in the top of the hood to measure RH, temperature and dew point. Please note that the ASTM F2170 test should only be conducted in interior conditions when the building is completely enclosed and air conditioning or heating system is turned on, unless otherwise instructed by the probe manufacturer. This test is not recommended for exterior use.

4. Plastic Sheet Method (ASTM D4263 – Standard Test Method for Indicating Moisture in Concrete by the Plastic Sheet Method)

The Plastic Sheet Method involves taping a 24" x 24" (600 mm x 600 mm) piece of plastic on the concrete and allowing the plastic to remain in place for 18 - 24 hours to determine if any moisture has accumulated under the plastic when it is removed. Please note that the ASTM D4263 test should only be conducted in conditions as stated in the ASTM D4263 document and should not be relied upon to provide reliable data.

ASTM F1869, ASTM F2170 and ASTM F2420 are quantitative tests (stating approximately how much moisture is present) while ASTM D4263 is a qualitative test (stating that moisture is present but not how much), and all are a "snapshot" of moisture vapor emission during the testing period.

We will continue to delve into this topic in the next issue, to better understand the types of moisture that can move through a concrete slab and its affects.



SHAMIM KHAN

Managing Director, ALIF Building Materials Trading

Having started his journey in a building materials company to owning his own enterprise within a decade, Mr. Shamim Khan has built his business from the ground-up and believes in the power of sheer hard work.

We spoke to Mr. Shamim, to learn more about his initiation into the construction industry and his eventual decision to branch out on his own...

My first foray into the field of construction building materials was in Bangladesh...

Born and brought up Bangladesh, I had moved to the UK for my higher education and had perused my undergraduate studies in London. It was after I had completed my education that I wanted to move back and be closer to home and so decided to find work in Bangladesh. Having acquired certain industry skills with prestigious companies in the UK, I was immediately hired by RAK Ceramics in Bangladesh and that is where my journey with this industry started. It was in early 2007 that I had started my job in Bangladesh and the gentleman who ran the company in Bangladesh, also owned another trading firm in the U.A.E. Having seen my dedication to the job, he offered me an opportunity to work with his company in the UAE and I took up the offer as a challenge. I had heard of Dubai and how it had grown into one of the world's most visited cities in a very short span of time. Knowing that I would be able to acquire new skills and grow in this land of opportunity, I made the move to Dubai in early 2008.

What was the experience like and what impact did it have...

I started my journey here in Dubai as a sales executive and spent time learning the ropes and focusing on building my relationships in this field. Being new to the region, I had to work long hours to build on my prospects, but was determined to prove myself. It was not too long after that I was promoted to showroom manager and was dealing with bigger clientele and closing substantial deals. Once I had gained enough insight into the local market, I decided to branch out on my own. Dubai had always been a city that promotes and encourages entrepreneurship, and it was in 2016 that I decided to set up my own company,

ALIF Building Materials Trading. ALIF in Arabic means first and I believe that in spite of all the challenges, my first venture is successful and will lead to bigger and better things.

This spirit of achieving and being independent seems to run in the family...

Yes! My father is a very well respected and well known music director, back home in Bangladesh. He has worked for a number of decades within the music industry and is renowned for his creativity and passion. You could say that some of it has rubbed off on me and I truly believe that passion is important, in whatever you set out to do, to achieve a successful outcome.

Your relationship with LATICRETE began...

In Dubai, I had heard of LATICRETE when working in Bangladesh, but it was here in Dubai that I was officially introduced to the LATICRETE range of products. This also came about due to our relationship with RAK Ceramics, which was working in partnership with LATICRETE at the time.

First impressions...

I had to undergo a training to learn about the product offering and range of LATICRETE. I was immediately impressed with the quality of LATICRETE products, not to mention the range of construction related products that were available. Post a few test applications, where I was able to see and judge the results for myself, I immediately took it upon myself to recommend LATICRETE to most of my clients. In my previous place of employment, I had worked with the LATICRETE range of products and was responsible for a huge growth spurt. We went from initially introducing the LATICRETE range, to several hundred thousand dirhams worth of sales every month. This speaks for the quality of the product and my confidence in recommending LATICRETE.

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

We have worked on several projects in the region using LATICRETE products. One that stands out was for a royal palace in Fujairah, where we took the lead for certain renovations onsite. A project of this importance required the best in class tile adhesives, and I immediately recommended LATICRETE® 325 Premium Tile Adhesive. We have also worked on projects with DAMAC and Emirates Contracting Company using LATICRETE 335 Flexible Cementitious Adhesive and 254 Platinum thin-set adhesive, to achieve outstanding results.

Your take on working with LATICRETE...

LATICRETE and I have a relationship going back several years to the time when I first arrived in Dubai. It was through the sales of LATICRETE products that I was able to develop key relationships within the construction sector. I have always appreciated the constant training and feedback which helped improve my skill set and afforded me the opportunity to gain important industry insight. I also appreciate the immediate response from the LATICRETE team, in case of any assistance required onsite and with the applicator trainings, to ensure successful product applications and superior finishes.

An accomplishment that you are proud of...

One of the things I am most proud of are the relationships I have built over the years. It has taken years of hard work and sheer perseverance to build key industry associations and I value these above all else. Like I mentioned earlier, passion is an important driving force and I believe my passion for my business will see us grow and open our own showroom in Ajman shortly. Following which we are also looking at a retail presence in Dubai, Saudi and also Bangladesh, which I believe is an untapped market with a huge potential.





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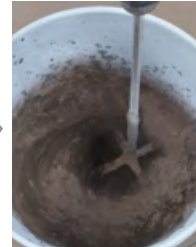
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