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MIDDLE EAST & AFRICA  
**NewsLETTER**



**VISION 2030**  
KINGDOM OF SAUDI ARABIA

**MOHANDIS  
CORNER**  
TESTING STANDARDS FOR  
TILE & STONE INSTALLATION

**FEATURE  
FOCUS**  
NATIONAL GUARD FAMILY  
COMPOUND THUWAL,  
SAUDI ARABIA

**NEWS &  
EVENTS**  
SEE YOU AT  
THE BIG 5 SAUDI!



## MARHABA!

I would like to welcome all of our esteemed clients and industry colleagues to visit us at The Big 5 Saudi. Visitors will be introduced to our patented SPECTRALOCK® PRO Grout, the most innovative grout technology to have been introduced in the region. Our live demonstrations on site, coupled with our technical team present at the show, will provide key insights into ease of application of LATICRETE products. Also represented at the show will be our Stone Care range of products that are specially formulated to protect, enhance and clean stone, tile and grout. Being held at the Jeddah Center for Forum and Events, LATICRETE Middle East will be represented by our Saudi team and I hope to personally welcome you there. Our team will be available from 4 – 10 pm, between 5th to 8th March at Hall 2 - Stand # D-60.

LATICRETE has been associated with several prestigious project across the Kingdom of Saudi Arabia, and this issue is dedicated to one such prominent project. Currently working on the National Guard Family Compound in Thuwal, LATICRETE Middle East is proud to be a part of a project which is regarded as one of the best residential projects in terms of standard and quality ever built in the Kingdom. Details about the project and the LATICRETE products being used to deliver quality and reliability, can be found in our Feature Focus coverage.

As we continue to strive towards education and sharing industry knowledge with our clients, customers and colleagues alike, we take a closer look at the testing standards for tile and stone installation materials and the three main standards organizations that establish the testing criteria. A detailed view on the topic can be found in this issue of Ahlan LATICRETE, under Mohandis Corner.

As we move forwards with an aggressive plan for 2018, and opportunities for growth and expansion at all levels, LATICRETE Middle East recently held a training session for our senior leadership team. It was heartening to see the talent and skill set that was prevalent within the core team. This is an indication that we are on the right path and that our core values of trust, integrity, ethics, innovation, passion, commitment and customer centricity are a part of every member of the LATICRETE Middle East team.

**“Leadership is practiced not so much in words as in attitude and in actions.”**  
by **Harold S. Geneen**

Ritesh Singh  
General Manager  
LATICRETE Middle East and Africa



# KINGDOM OF SAUDI ARABIA; A VIBRANT SOCIETY: A THRIVING ECONOMY: AN AMBITIOUS NATION



Photo credit : www.forbesmiddleeast.com & Shutterstock

With change on the horizon, the Kingdom of Saudi Arabia has ambitious plans for the future. Vision

2030 is Saudi Arabia's aim to reduce their dependence on oil revenues, diversify their economy and develop

their public service sectors, such as health, education, infrastructure and tourism. As the plan looks to promote a more active role of the citizens of Saudi Arabia, it will lead to a greater shift towards an entrepreneurial temperament which will be further boost the economic activity in the Kingdom. The Vision 2030 plan will also bring about changes to drive the youth of Saudi Arabia to seek careers less dependent on government subsidies and more based on private sector entrepreneurship. The Vision has 3 main pillars:

the status of the country as the heart of the Arab and Islamic worlds, the determination to become a global investment powerhouse, and finally to transform the country's location into a hub connecting the 3 continents (Asia, Europe, Africa).

Saudi Arabia Vision 2030 lays out targets for diversification and improving competitiveness. It is built around three main themes which set out specific objectives that are to be achieved by the year of 2030.



5-8  
MARCH  
2018

*You're Invited!*

We would like to welcome our clients and industry colleagues to visit us at the Big 5 Saudi.

Showcasing our latest innovations in Tile and Stone installation systems along with our full range of Flooring products, find out why LATICRETE quality & reliability is world renowned.

Visit us at Hall 2 - Stand # D-60, from 4 – 10 pm and say hello to the team!



kingdom for its shopping districts, restaurants and cafes.

Working with Saudi Aramco, who is the main client, LATICRETE Middle East is currently involved in a major housing project in the city of Thuwal. Located approximately 80 kilometers north of Jeddah, it is named after the Thuwal Valley that surrounds the city on the north and the south. In addition to its historical and cultural heritage and strategic location, Thuwal is also well known as the home of King Abdullah University of Science and Technology (KAUST), the largest University City in the world with a size of 36 million sq. meters. It is also one of the most distinguished modern Saudi universities.

The National Guard Family Compound in Thuwal, which consist of over 500 completed villas already, is currently developing the next phase to include schools, clinics and commercial spaces will also consist of eleven individual buildings, along with a Mosque within the compound. The project will also include a public park within the community and amenities such as a swimming pool. The total area the project encompasses, will be around 65,000 square feet, providing the National Guard personnel with comfortable living facilities and services.

Working with the main clients, Saudi Aramco and the contractors, Sinohydro Corporation Ltd., the team from LATICRETE Saudi Arabia are involved with the porcelain tile and stone installations for the project along with completing the swimming pool using LATICRETE materials. LATICRETE® products approved for this project include, 335 Premium + Tile Adhesive, 1600 Unsanded Grout and SpectraLOCK® Pro Grout<sup>®</sup>. As the internal areas of the building used porcelain tiles, 335 Premium + Tile Adhesive was the right partner for the job at hand. A high performance thin-set for porcelain and glass tiles, 335 Premium + Tile Adhesive is a high performance thin-bed adhesive for installing a wide range of tiles and stone including low absorption ceramic tile, porcelain tile,

# NATIONAL GUARD FAMILY COMPOUND THUWAL, SAUDI ARABIA

One of the biggest players in the Arab World, the Kingdom of Saudi Arabia covers a geographical area twice that of France and Germany combined, constituting the bulk of the Arabian Peninsula. With a land area of approximately 2,150,000 km<sup>2</sup>, Saudi Arabia is geographically the fifth-largest state in Asia and the second-largest state in the Arab World. The Kingdom of Saudi Arabia holds its stature as the custodian of the birthplace of Islam and as a major oil producing nation. A quarter of the world's proven oil reserves are under its deserts.

Saudi Arabia's capital Riyadh, lies in the central region and is often thought of as the high-tech center of modern Saudi Arabia. The Kingdom's increasingly important position in regional

affairs is reflected in the choice of Riyadh for the headquarters of the Gulf Cooperation Council (GCC).

Our project focus takes us to the city of Jeddah, in Saudi Arabia. Jeddah is a city in the Hijaz Tihamah region on the coast of the Red Sea and is the major urban center of western Saudi Arabia. It is the largest city in the Makkah Province, has the largest sea port on the Red Sea, and with a population of about 4 million people, is the second-largest city in Saudi Arabia after the capital city, Riyadh. Jeddah has been a port and trading city for centuries, which is reflected in its cosmopolitan mix of inhabitants. Today, Jeddah is one of Saudi Arabia's primary resort cities, a major commercial center and is known in the



natural and manufactured stone using thin-set method of installation. It exceeds the requirements of AS ISO13007.1 & 2 classification C2TES1.

It is also excellent for exterior and underwater applications with a superior bond to masonry. LATICRETE® 335 Premium + Tile Adhesive is a single component adhesive that just required water to be added and is easy to use, economical, water resistant, shock resistant and bonds to various substrates. Currently, 335 Premium + Tile Adhesive is being used successfully to install porcelain tiles within the Kindergarten building, in the Central Span area of the project. Also approved for use was the 1600 Unsanded Grout. This is a premium, factory prepared, polymer fortified unsanded Portland cement grout designed to be mixed with water. Formulated from a blend of high strength Portland cement, graded aggregates, polymers and color-fast pigments, 1600 Unsanded Grout provides a grout joint that is dense, hard and durable, and is used

for narrow joints, 3 mm or less between soft bisque glazed wall tile, non-vitreous clay tile, marble and stone. This product is simple to use and can be mixed with water, or if looking for improved performance, it can also be fortified with 1776 Grout Enhancer. 1600 Unsanded Grout is excellent for wet and dry areas, is non-dusting, non-spalling, non-yellowing and non-shrinking. It is easy to maintain and easy to apply and clean-up. No pre-soaking or wetting of the tile is required and no damp curing is needed. 1600 Unsanded Grout is also available in a range of non-fading colors for interior and exterior use.

For the swimming pool areas that required an epoxy grout, SPECTRALOCK® PRO Grout<sup>A</sup> was recommended and is being used. SPECTRALOCK PRO Grout is a patented, high performance epoxy grout that offers color uniformity, durability and stain resistance with extraordinary ease of use. SPECTRALOCK PRO Grout is designed for use on ceramic tile, glass tile and stone applications, both residential and

commercial. It can be used both interior and exterior on floors and walls. Ideal for re-grouting applications, SPECTRALOCK PRO Grout is perfect for swimming pools, fountains and other wet area applications.

As an ongoing project, the LATICRETE team from Saudi Arabia is on hand to provide technical training to the applicators to ensure a quality finish. With materials being provided early on for mock-ups, the team went the extra mile to ensure their presence on site for any and all requirements, including providing additional technical data and safety information. The housing project for National Guard personnel in the Kingdom of Saudi Arabia, that started 30 years ago, is regarded as one of the best residential projects in terms of standard and quality ever built in the Kingdom. LATICRETE Middle East is proud to be chosen to be a part of this prestigious project and showcase our products, quality, reliability and innovation.



<sup>A</sup>United States Patent No.: 6,881,768 (and other Patents).



# Testing Standards for Tile and Stone Installation Materials

In the tile and stone industry, there are three main standards organizations that establish the testing criteria utilized by manufacturers of tile and stone installation materials. In no particular order, first is the American National Standards Institute (ANSI), which was founded in 1918 and has served in its capacity as administrator and coordinator of the United States private sector voluntary standardization system for more than 90 years ([www.ansi.org](http://www.ansi.org)). ANSI “materials” standards currently range from ANSI A118.1 through ANSI A118.15 and include ANSI A136.1. The second is the International Organization for Standardization (ISO), which was founded in 1947. It is the world’s largest developer of International Standards ([www.iso.org](http://www.iso.org)). ISO materials standards are defined in ISO 13007 (Refer to LATICRETE TDS 137ISO for more information on ISO classifications). The third is the European Committee for Standardization (CEN). | European Standards, also commonly referred to as “Euro Norms” (EN), are a key component of the Single European Market and are crucial for facilitating trade. EN materials standards are defined in EN 12004, EN 13813, EN 13888, and EN 14891 (Refer to LATICRETE TDS 137ISO for more information on ISO classifications). Since the establishment of the ISO standards

and Euro Norms, there have been debates amongst industry professionals as to which set of standards are more valid for testing tile and stone installation materials. There are, however, advantages provided by all of these standards. The ANSI shear bond methods more closely replicate the actual stresses that tile and stone installations will experience, once they are installed and in-service.

This is primarily, because these installations do not experience pulling forces coming from directly above them. Instead, shear—type stresses are exerted on adhered installations, by three (3) primary factors; thermal expansion & contraction, pedestrian and vehicular traffic, and restrictive pressures put on them from being tightly abutted to restraining surfaces (e.g. floor tiles installed tightly up against walls and columns). If proper accommodation for expansion and contraction is not incorporated into the design, it can result in delaminated, or even tented tiles (see Figure 1). Refer to Tile Council of North America (TCNA) Handbook method E171, Terrazzo, Tile, and Marble Association of Canada (TTMAC) method 301MJ, for comprehensive industry guidelines for movement joint design and placement in tile and stone installations.

For cement-based tile adhesives, ISO 13007 and EN 12004 utilize tensile-pull testing. There are no requirements for shear bond testing in either the ISO or EN standards. However, ISO 13007 classifies tile and stone installation materials into categories, based on material type and performance level. For example, ANSI classifies cementitious adhesives into two basic categories; standard-performance mortars (ANSI A118.4) and improved-performance mortars (ANSI A118.15). However, ISO 13007 contains additional requirements for defining optional characteristics, such as fast-setting (F), slip resistant (T), extended open time (E), normal and improved deformability (S1 & S2), and normal and improved adhesion to exterior —grade plywood (P1 & P2). It also contains the grout-specific classifications, high-abrasion resistance (A) and reduced water absorption (W). These additional classifications help Project Specifiers more clearly define the types of installation materials in the project specification and ensure that contractors are basing their bids on equally-performing materials. This, in turn, helps ensure that Project Owners are, indeed, receiving finished installations that comply with design intent set forth in the project specification.



King Abdulaziz University Swimming Pool



Kingdom Tower, Riyadh



King Abdullah University KSA



International Airport – Jeddah (Last Touch - Completion)



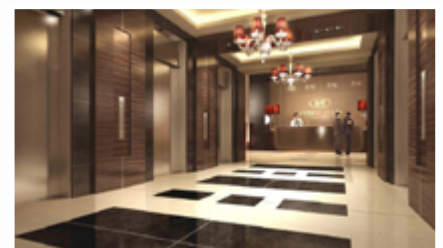
Red Sea Palace Hotel - KSA



Nesto Hypermarket - Malaz

- Al Marai Dairy
- Alireza Trade Centre Building
- Aramco Dhahran Radwa Theater
- Aramco Housing
- Aramco Tanajib Coffee Shop
- ARAMCO, Dammam
- Carrefour - Al Shaya Centre, Riyadh
- Carrefour - Granada Centre, Riyadh
- Community Facilities
- Crown Plaza Riyadh
- Cupola Mosque
- Diplomatic Quarter Housing Project, Riyadh
- Guest Palace
- Halliburton Service Centre
- Holy Quran Printing Complex Mosque
- Hyper Panda Projects
- Jeddah International Airport
- King Abdulaziz foundation for Development Housing, Jeddah
- King Abdulaziz Hospital Extension, Riyadh
- King Abdulaziz University, Jeddah
- King Abdullah Financial District, Riyadh
- King Abdullah Petroleum Studies & Research Centre, Riyadh
- King Abdullah University (KAUST), Jeddah
- King Faisal University, Riyadh

- King Khalid Military City Area-10
- Kingdom Tower, Riyadh
- Ministry of Information
- National Food
- Palace of King Fahd
- Precision Forgings for Flanges & Pipe Accessories
- Princess Noura University, Riyadh
- Red Sea Palace Hotel
- Riyadh International Airport Mosque &
- Riyadh Television Centre
- Royal Diwan General Secretariat
- Royal Saudi Air Force Head Quarters
- Saudi Arabian Monetary Agency
- Saudi Arabian Naval Expansion
- Television Centre
- Yamama Palace Kitchen



Crowne Plaza Riyadh



# SPECTRALOCK® PRO GROUT<sup>^</sup>

Patented, high performance epoxy grout that offers color uniformity, durability and stain resistance with extraordinary ease of use.

## Locks **IN** Color Blocks **OUT** Stains

- Maximum stain and chemical resistance
- Improved physical properties, stronger and more durable
- Easy to install

**NOW** also available in **1Kg\***



\* 1 Kg packs of Spectralock grout available in selected colors only.  
<sup>^</sup>United States Patent No.: 6,881,768 (and other Patents).



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