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MIDDLE EAST NewsLETTER

**GUEST
APPEARANCE**

SAJID KAYINOTH
PRIMETECH TRADING

**FEATURE
FOCUS**

LATICRETE®
SUPERCAP® SYSTEM
AT THE DUBAI MALL

ahlan
LATICRETE
OCTOBER 2017



**MOHANDIS
CORNER**
SUSTAINABILITY

A MESSAGE FROM OUR CHAIRMAN AND C.E.O.



David Rothberg
MBA Harvard University

Automation and innovation are global trends- across not only borders, but industries. Those in the construction industry who believe that their industry/profession/trade is immune from these mega trends, will surely find themselves on the wrong side of history, and at the receivership line in the courthouse.

SO - what is one to do to stay abreast of the rapidly changing regulations, new materials and methods; and a labor force which grew up with iPhones and iPods, not drafting tables and mechanical tools? How can YOU in fact prosper from the winds of change which are sweeping across your construction sites?

I urge you to take this five step "survival" checklist to your next site or staff meeting, and develop responses to any gaps you find;

1. Admit that you don't know how to use the latest estimating software, or laser levelling tools. If you haven't surrounded yourself with colleagues younger and better trained in using technology than yourself - find them!
2. Subscribe to and read a few journals / periodicals from outside your profession or trade. Find where you can apply technologies and "lessons learned" in other fields, to your enterprise.
3. ATTEND A BRIEFING OR SEMINAR BY A FIRM THAT PROVIDES SOFTWARE

SOLUTIONS FOR YOUR TRADE OR PROFESSION. Don't BUY ANYTHING - BUT LISTEN AND Imagine THE BENEFITS TO PROFITABILITY/ PRODUCTIVITY/ ACCURACY if WHAT THEY ARE Claiming AND SHOWING REALLY WORKS. Consider the implications for you, if your competitors BUY IT AND IT REALLY works as "advertised".

4. Attend free product and service seminars given by leading manufacturers of construction materials, delivery systems, automation tools and software. Don't have a "head in the sand" attitude - 3D printing of building is being done in China as we speak - the unimaginable is just around the corner.

5. Designate someone (young, technology savvy and curious) in your organization to bring you ideas on state of the art software or hardware that might dramatically improve your firm's cost structure, productivity, speed to market, or customer responsiveness. When you see one that sounds promising, pursue it as though your future depends on it, because in a very real sense, it does!



LATICRETE GLOBAL VISION

In this time of both global, and in some places domestic political turmoil, it gives me great pleasure to address you all and share my thoughts about our company.

We have a global team of over 1500 people spread out over all continents and living in 25 different countries. We have customers and business partners in many more countries.

While pursuing the same goal as outlined in our vision statement, we share the same values and try to create an environment where customers, employees and business partners are all treated like family.

It is not always perfect but there can be no doubt that we not only want everybody to be treated respectfully,

we want everybody to be treated like family. Our organization wants to do the right thing for employees and for everybody we deal with: distributors, contractors, engineers, architects and consultants.

That has been the secret to our success for over 60 years and that is what makes our customers loyal, staying with us for a very long time, in some cases for three generations.

In our company there are no borders or nationalities or anything else to create a difference between one customer or employee over another, no matter where they are located in the world. We bond with them, like to work with them, and it gives a special pleasure that we can do this together with people from around the world without a

single problem.

When you work for, or do business with LATICRETE, you are part of a global organization and you have friends and colleagues in many countries. With similar goals, similar challenges, and the same visions for the future. Ready to help one another when needed. Please be aware of this. Please enjoy this.

Enjoy being part of a truly global LATICRETE family where regardless of background or nationality everybody not only treats each other with respect, but also enjoys each other's company.

It is very special.

Erno de Bruijn
President/COO, International Division



LATICRETE® SUPERCAP® System at The Dubai Mall



The SUPERCAP Pump Truck onsite at The Dubai Mall



Team LATICRETE onsite at The Dubai Mall

We were excited to hear about how LATICRETE technology and innovation was once again put to the test when it came to providing a solution for a unique project, in what was once voted as one of the most visited buildings on the planet.

The Dubai Mall, is the largest mall in the world by total area. Over 13 million square feet (equivalent in size to more than 50 football fields), the Dubai Mall has a total internal floor area of 5.9 million square feet and leasable space of 3.77 million square feet.

The client, EMAAR Entertainment, required screed and a heavy duty underlay on an area of 3,800 m², to be carried out on their topmost floors of the building. Minimal or no disturbance to the mall traffic and absolutely no discomfort to the shoppers was priority. Not to mention the tight deadlines for the project - 2 weeks in and out.

To put this into perspective, the Dubai Mall has attracted over 65 million visitors in a year making it the world's most visited shopping and leisure destination. This number has only been going up, with 2015 figures, as reported by certain media outlets, being over 90 million, which is more than the number of tourists visiting New York & Los Angeles!

With all of that traffic and footfall moving in and out of the building, LATICRETE provided the perfect solution for the movement of goods and labor. This had a minimal impact on the flow of everyday business for the mall and its visitors.

The flooring division at LATICRETE Middle East were able to successfully procure the contract by showcasing the advantages of LATICRETE® SUPERCAP®. Based on the team's recommendation the client agreed to try the state of the art SUPERCAP pump truck technology. The LATICRETE SUPERCAP system

was able to deliver perfectly flat, dry floors within the tight deadlines and with minimal disruptions.

LATICRETE® SUPERCAP® SC500-PLUS is a pumpable and pourable, low alkali cement-based, premium self-leveling underlayment based on a proprietary mineral binder system that is used to finish interior concrete and level uneven floor surfaces. Apply it over concrete, exterior glue plywood and other types of sound flooring before installing wood, resilient cork, sports flooring, ceramic, stone, carpet or other flooring systems. Floor covering adhesives that are suitable for concrete can be used on LATICRETE SUPERCAP SC500-PLUS. An advantage here is that it eliminates the need for power troweling concrete and finished floor goods may be installed as soon as 1 day after application, subject to thickness, drying conditions and type of flooring materials. Also, the surface is walkable in 2 – 4 hours and may be open to wheel traffic within 72 hours at 70°F (21°C). It can be left open to normal trade's traffic for up to 12 months prior to installation of floor coverings. Furthermore, inorganic formulation will not contribute to or harbor growth of mold or mildew.

LATICRETE® SUPERCAP® Primer Plus is a premium quality, water-based solution containing acrylic polymers and selected surface activation agents which penetrate deep into the substrate and maximize bond strength. LATICRETE SUPERCAP Primer Plus can be used on a wide range of substrates including concrete, VCT, exterior glue plywood, quarry tile, ceramic tile and stone. It is a single product designed for many applications and can be used on a wide range of substrates. Options for application are also available as it can be spray, roller or broom applied.

Mr. Joby Thomas, SUPERCAP Manager at LATICRETE M.E. is quick to point out, "The main challenge at



Team LATICRETE pouring self-leveling SUPERCAP SC500 onsite at the Dubai Mall

the site was to have around 300 tons of material reach the 7th floor of the building, keeping in mind EMAAR's tight schedules and other restrictions in the mall. As it is open to public from early morning till past midnight, our window to carry out the work was restricted and being careful so as to not disrupt traffic or shoppers was priority."

Mr. Sunil Abraham, Flooring Division Manager at LATICRETE M.E. also adds, "Logistics to store and transport the material to the respective floor, mixing the material on site, dust and pollutants and managing foot traffic at the mall were the main concerns that the client had shared with us. Thanks to SUPERCAP, all these issues were taken care of and our industry leading, patented pump truck technology, helped with the speedy delivery of the materials on site to meet the fast track schedule set by the client."

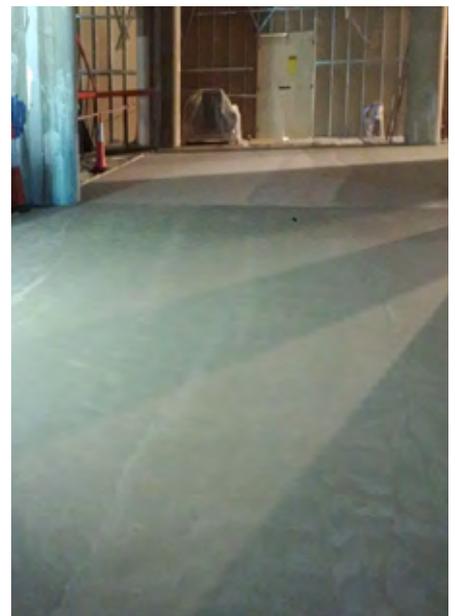
LATICRETE SUPERCAP utilize its pump truck to blend and deliver problem-solving underlayment systems right to the floor. This significantly increases productivity onsite and no unmixed materials ever enter the building. Pumping is done from ground level and material is delivered quickly and efficiently, directly from the hose to the floor on large-scale surface preparation and remediation

projects. The traditional approach to self-leveling requires the manual loading of about 25 kg bags of material to each floor of the work site, where they are broken and mixed with water, inevitably releasing harmful dust inside the building. In this case, the entire time of the project was shortened because there is no dust so other sub-contractors on the job could continue working during the installation. It also created a healthier working environment for the contractors on the job!

To complete the project within the precise time frame, the LATICRETE M.E. team was on site throughout the project along with the approved applicators from SCREEDSOL. By combining the power of the pump with next generation self-leveling materials, the LATICRETE SUPERCAP System ensured a safer jobsite for contractors and workers by dramatically reducing harmful silica dust, eliminating manual loading and lifting, and minimizing trip / slip hazards.

SUMMARY OF LATICRETE PRODUCTS USED IN THIS PROJECT:

- LATICRETE® SUPERCAP® SC500-PLUS
- LATICRETE® SUPERCAP® Primer Plus



Post application the SUPERCAP SC500 is ready to receive the final finish



SUSTAINABILITY, TILE AND LATICRETE®



In this issue we are going to look at a frequently asked question: Is tile a good choice in regards to green construction, sustainability, the environment, and human health?

The answer is unequivocally, yes!

To explain this in detail and impart a deeper understanding on the subject, we have divided this subject matter and will be discussing it in two parts, the first being in this issue of Ahlan LATICRETE® and will continue into our next issue as well.

One of the biggest concerns, in regards to future generations, is to whether there will be enough natural resources remaining to support the world's population (man, animal, plants, etc. . .) into the foreseeable future. With this concern comes a new understanding and interpretation of the word "Sustainability". According to the Merriam Webster Dictionary, the meaning of the word sustainability is "being able to provide with nourishment"; "to keep going". While these are fairly simple meanings, the meaning of sustainability in the environmental aspect is slightly different. The most popular definition of the word sustainability comes from a United Nations Conference in 1987, where it was defined as "meet present needs without compromising the ability of future generations to meet their needs." This is a fairly broad definition, so the following definition is more specific for the construction industry;

"Sustainable developments are those which fulfill present and future needs while only using, and not harming, renewable resources and unique human-environmental systems of a site: air, water, land, energy, and human ecology and/or those of other sustainable systems."¹

The Office of the Federal Environmental Executive defines green building as "the practice of

1) increasing the efficiency with which buildings and their sites use energy, water, and materials, and

2) reducing building impacts on human health and the environment, through better siting, design, construction, operation, maintenance, and removal – the complete building life cycle."² It is clear to see that the definitions of sustainability and green building are similar, and the roles of green building and sustainability are interrelated.

TILE & STONE vs. OTHER FLOOR FINISHES

While it would be nice to provide a simple explanation as to why tile and stone would be a good choice for a sustainable environment, it really is not that easy to do. Sustainability has more to do with the building environment than just recycling or reusing building materials. Sustainability requires a much deeper look into recycling, reusing, life cycle analysis, low volatile organic compounds (VOC), and biodegradability, all in relation to improving human health and minimizing the impact on the environment as a whole.

Other flooring or finish options, such as carpet, hardwood floors, vinyl flooring, and laminates make the assertion that they are "green", which may well be the case, but let's look at it deeper.

Carpet – manufacturers of carpeting products state that their product(s) are made from 100% recycled materials, which is an outstanding and noble practice. They have the ability to keep billions of recycled water bottles out of landfills every year and provide a safer environment for future generations. However, once manufactured and installed, how "green" is carpeting? Commonly known facts about carpeting include;

1. Carpeting has to be replaced, on average, every 6 years;
2. Carpeting collects dirt, dust, mites, allergens, and mold;
3. Carpeting shows wear paths very easily and quickly;
4. May have the capacity to off gas

Carpeting must be vacuumed on a regular and frequent basis, and washed occasionally to maintain its appearance. So, while a large majority of carpeting is manufactured from recycled materials (e.g. plastic bottles) and the VOC content may be low, it still can harbor allergens, dirt, pathogens, and mites very easily which may have an effect on human health.

Hardwood – Hardwood materials are a common and beautiful type of flooring material. However, hardwood has to be manufactured from trees which are harvested, cut and milled to specific requirements, oftentimes from trees which require long growth periods. These floors are typically finished with a stain and/or finish which may or may not contain varying levels of VOC. It is not uncommon for some hardwood floors to be sanded and finished every 5 – 10 years, which can reintroduce any VOC present in the finish coating into the structure. The expected life span of a natural hardwood floor, prior to replacement or repair, is 50 years and requires regular cleaning, as well as sanding and reapplication of a hardwood floor finish (e.g. oil based urethane, water based urethane, moisture cured urethane, etc. . .). Hardwood floors are frequently specified for use in environments where hypoallergenic materials are required because it is easy to clean and does not harbor allergens, dust or other contaminants.

Hardwood may be applied using adhesives or by the use of fasteners in certain areas of the floor. Adhesives used may contain chemicals or materials which are not environmentally friendly, and hardwood floors are susceptible to high moisture vapor emissions from certain substrates and conditions.

In the next issue we will continue with this topic and examine the advantage of Ceramic Tile & Stone in comparison to other flooring, along with the Life cycle costs for floor finishes . . .

1 - Tom Bartuska, Bashir Kazimee, and Michael Owen. "Defining Sustainability." A Comprehensive Urban Regenerative Process: 11 Nov. 1999 <http://www.arch.wsu.edu/09%20publications/sustain/defnsust.htm>.

2 - Cassidy, Robert (Editor-In-Chief). "White Paper on Sustainability." Building Design and Construction. Nov. 2003 <http://www.bdcmag.com>.



SAJID KAYINOTH

Business Head, PRIMETECH Trading Establishment

Mr. Sajid Kayinoth is the Business Head of PRIMETECH Trading Establishment in the U.A.E. A company that he helped build from the ground up and one that he has been a part of for over two decades.

We take a look at how he came to Dubai and his impact within the construction sector:

Why Dubai? How did you come to be here...?

That's very easy! Like everyone in the early days, I too wanted to come to Dubai to build a better future for myself. Back in Mumbai I used to run a small café for an uncle of mine and had also worked in the retail furniture industry. It was in 1995 that I decided to make the move to Dubai. I came here on a visit initially with no concrete plans as to how I was going to set myself up. Quite fortunately, on the 3rd day of landing in Dubai, I met the owner of a consulting firm, Al Nahda Engineering Consultants and was given the opportunity to be a part of PRIMETECH, which was just being set-up at the time. Of course today, both Al Nahda Engineering and PRIMETECH are well known entities in the U.A.E. marketplace, as one of the leading consultancies in the region. We may have started small, but with time the number of projects we were handling, including in-house buildings for Al Nahda, grew at a steady pace.

I had to adapt and learn very quickly while on the job. As my knowledge of the industry and construction materials grew, I was able to gauge the market from a different perspective. After about 3 years of working within the construction industry, I began to see an opportunity to expand PRIMETECH and move into the retail space. When I shared the idea with the owner, he immediately agreed and tasked me with finding a retail outlet within a strategic location to build on the idea. The rest as they say is history! Today, PRIMETECH is a leading building material supplier in the U.A.E.

So how different is the retail market now, compared to what it used to be?

You know, in the early days all materials, including tiles and stones used to be imported from Italy, Spain, Germany etc. and it was really expensive to bring in

these materials into the U.A.E. We are talking about 70 – 80 AED / sqmt. which was quite expensive at the time. Initially when RAK Ceramics had just setup their production plant, there was a need to educate the market about the benefits of locally produced materials and people were hesitant. Today though, it is a whole different scenario with locally sourced materials not only being cost effective, but also produced to international standards and being widely sold.

Our retail business also helped improve our cash flow and we grew financially as well. The margins in retail were very healthy and over time the profitability of our retail units helped us achieve tremendous growth year on year. As Dubai opened up to freehold we saw a surge in the number of real estate projects in the U.A.E. and the advantage was that PRIMETECH was already well positioned as a leading building material supplier within the construction industry. This gave us an edge and although the margins were higher initially, there were fewer projects in the market. Today the margins may not be the same, but the real estate sector has seen a remarkable jump in the number of construction projects within the region and this has kept us on our toes.

When did LATICRETE come into the picture?

We'll have a long standing relationship with RAK Ceramics and RAK Sanitary wares and buy a lot of material from them. It was during one of our purchases that I had visited their offices and heard LATICRETE being mentioned as a solution provider for tiles and stones.

What was your reaction once you had tried and tested the LATICRETE range of products?

We began testing the tile adhesives from LATICRETE as we started getting frequent enquiries for tile adhesives from the end users of our products. We were required to provide end to end solutions and so, we were looking for tile adhesives that we could offer. I was impressed with the bonding strength of LATICRETE tile adhesives. In fact our workers started asking me for LATICRETE glue, as they would refer to it, seeing that the results were much better post application of



Mr. Sajid at the PRIMETECH Showroom

the product. Seeing these results we started to stock small quantities and that is how our relationship with LATICRETE began.

Great, did this confidence in the LATICRETE range of products help resolve your client issues?

You know, one of our buildings where the consultant was Al Nahda, the contractor was using a tile adhesive that was not up to the mark. Post application the tiles were sagging, the bonding time was too long and the client was not happy with the end result. When I went for the project meeting, I was there to supply ceramic tiles and not really involved in the application. But during the meeting when the client mentioned the problem they were having with the tile adhesive, I immediately recommended LATICRETE. Now the client was already in the deep end of things and were reluctant. However, having seen the results of LATICRETE tile adhesives, I persuaded and convinced them that this was the perfect solution. Post application, they began to see results immediately and today, they are not only one of our biggest clients but also recommend LATICRETE products widely.

Has there been a particular project or deal that you think has helped you achieve success professionally...?

All projects that I have done or am working on have taught me something. It has always been a learning curve for me. Honestly, I come from a very humble background and came to Dubai with a very basic knowledge of things and almost no experience when it came to the construction industry. Whatever I have learned, I have gained through my experience in the market and dealing with the local people, who were very helpful through my journey and growth, in both my personal and professional career. I feel truly blessed to have come so far in my personal and professional life, and have my family, friends and colleagues to thank for this.

LATICRETE MIDDLE EAST & AFRICA INTRODUCING...

NEW

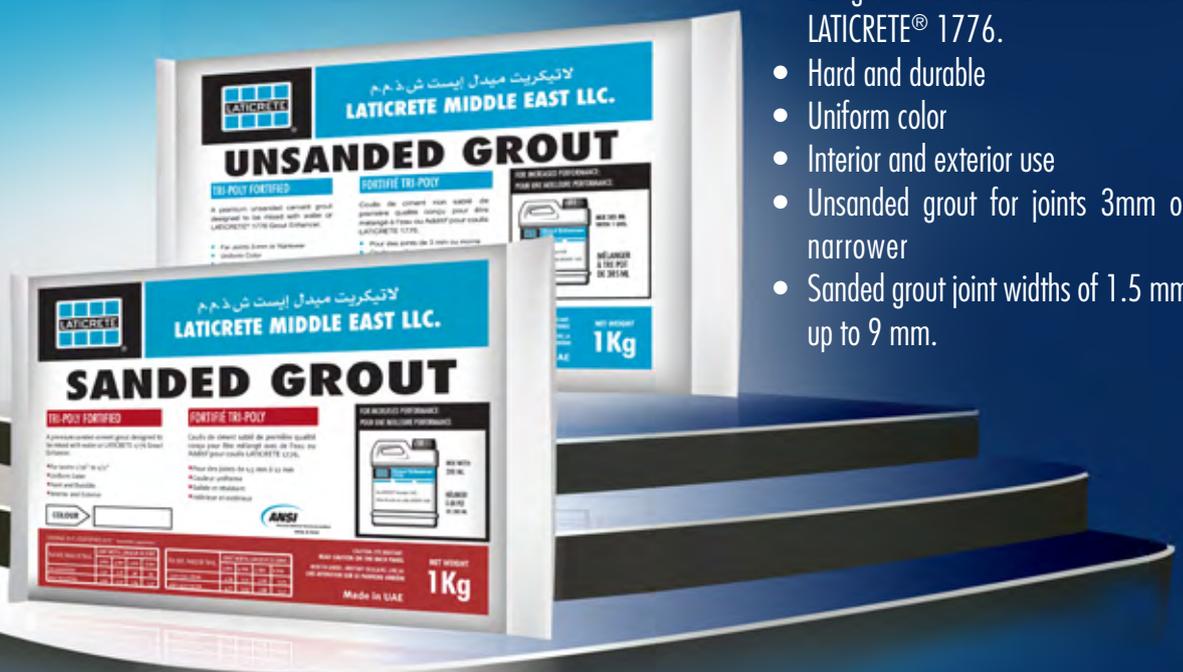
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LATICRETE Middle East LLC.
P.O. Box. 86028, Ras Al Khaimah, United Arab Emirates.
Tel: +971.7.244.6396, Fax.+971.7.244.5915
www.laticrete.me

Editor : Manav Bhatia

For more information please write to us at
media@laticrete.me

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CORPORATE HEADQUARTERS:

LATICRETE International, Inc.

One LATICRETE Park North Bethany, CT 06524-3423

USA. 1.800.243.4788, +1.203.393.0010

www.laticrete.com

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