



Globally Proven
Construction Solutions

MIDDLE EAST & AFRICA Newsletter

**GUEST
APPEARANCE**
KOYE RHODES
Concrete Logistics Limited

**MOHANDIS
CORNER**

LATICRETE & LEED POINTS

ahlan
LATICRETE
SEPTEMBER 2017

**FEATURE
FOCUS**

**THE ORCHIDEE
RESIDENCE**
ABIDJAN, CÔTE D'IVOIRE

**NEWS &
EVENTS**

Rooftop Soiree at the
BURJ KHALIFA.
See how LATICRETE®
solutions were used
in the construction of
this gorgeous pool

Photo Courtesy: Image Credit: Screengrab/Instagram



On the occasion of Eid al-Adha, I would like to wish everyone EID MUBARAK.

Côte d'Ivoire is where our most recent project is in the works, specifically in Abidjan, in the heart of the business district of Cocody. This project has seen our team provide extensive on the ground support to ensure that the local team is trained and ready for the application of all LATICRETE® products. Currently underway, the Résidence Orchidée is due for handover within this quarter. Having built strong foundations in the region we are thankful to the architects and contractors for choosing LATICRETE and trusting in our commitment to quality and service.

Speaking of quality, at LATICRETE we are always looking to the future and are constantly working towards our commitment to Going Green. The LATICRETE and LEED Points information mentioned in this issue will help you understand how LATICRETE products can help contribute to LEED points and provide for an overall Greener project.

Our guest featured in this issue has been an invaluable partner to LATICRETE Africa and with our expansion into the region. Mr. Koye Rhodes is a gentleman who has built his business through



the difficult times in the region and has prospered with the trust and affection of many who know him. He has proven to be a strong partner in the region and I am sure we will continue to do great things together in the future.

The Burj Khalifa is in the news recently and we are proud to have been associated with it. The pool with views of Downtown Dubai looks gorgeous and was constructed using LATICRETE solutions. Turn to our News & Events segment to find out how you too can enjoy a swim in the world's tallest tower.

Sujit Singh
Managing Director
LATICRETE Middle East & Africa



Eid Mubarak

The LATICRETE family extends our warmest wishes to you and your family for a blessed and joyous Eid al-Adha

عيد مبارك

ROOFTOP SOIREE AT THE WORLD TALLEST TOWER

Burj Khalifa, the tallest structure in the world is welcoming UAE residents to make a splash! Under the blazing summer sun, UAE residents can now cool off in the pool with the recently announced Rooftop Soiree by the Burj Club.

We are proud to say that this fabulous looking pool was constructed using LATICRETE® 9235, LATICRETE® 302, LATAPOXY® 300, and SPECTRALOCK® Grout.

Every Wednesday to Friday, the Burj Khalifa is hosting a Rooftop Soiree where residents can not only swim, but also enjoy good music and food. All for an entry fee of AED 150, of which AED 100 can be redeemable on food and beverages, from 6:00 pm to 11:00 pm. Enjoy!



Photo Courtesy Image Credit: Alice Holtham/whatson.ae



FEATURE FOCUS



3D Perspective of The Orchidée Residence



SPARTACOTE™ applied onto the parking surfaces throughout the project...

The Orchidée Residence by SCI Diamonds

Abidjan, Côte d'Ivoire

Ivory Coast, West Africa, this is the setting for LATICRETE M.E. & Africa's latest project focus. An interesting fact is that the English version is Ivory Coast, whereas the French version is Côte d'Ivoire. It was only in 1986 that the official name was changed to the current French version now used internationally.

Côte d'Ivoire has two official capitals. Yamoussoukro is the administrative and political capital, and it is also the fourth largest city in the country. However, Abidjan serves as the economic capital and as the cultural hub of West Africa. Home to the largest Basilica in the world, the Ivory Coast economy is the most advanced in Sub-Saharan Africa and it is here in Abidjan that LATICRETE M.E. & Africa is working with SCI DIAMONDS, the promoter and contractor for the Orchidée Residence project.

SCI DIAMONDS specializes in real estate in Abidjan and neighboring municipalities. The construction of buildings of all kinds constitutes one of the main activities of the company. SCI DIAMONDS works as a general contractor for various projects while undertaking structural work such as earthworks,

civil engineering, framing, roofing, waterproofing and the like. Being present in a large part of the region across Côte d'Ivoire, Ghana, Democratic Republic of Congo and Nigeria, they chose to work with LATICRETE for their upcoming project in Abidjan.

The Résidence Orchidée by SCI DIAMONDS is a residential project located in the heart of the business district of Cocody, near the Polyclinic Providence. Situated nearby is the Danga clinic at Pito Street.

The Résidence Orchidée offers high standard apartments and underground parking spaces in the same building. The project consists of a building made up of forty apartments with ground plus 10 floors and two basements. Working with the promoter and contractor SCI DIAMONDS and our local distributor SOCIAM SA, LATICRETE was contracted to provide solutions for all the tile and stone installations, waterproofing, tile protection with sealers and the full LATICRETE® system for the main pool installation of the project.

As a currently ongoing project, the following solutions were provided to the clients for their construction needs:

LATICRETE 315 and LATICRETE 325 for all the internal applications in the floors and rooms. LATICRETE 315 is a smooth and creamy, sanded thin-set mortar that can be used for interior and exterior applications on floors and walls over masonry, concrete, cement backer board, mortar beds and gypsum wallboard. LATICRETE 325 is a high performance polymer modified, cementitious thin-set powder that is to be mixed only with water using the thin-set method of installation. It is designed to suit the hot weather conditions of the region.

LATICRETE 335 was also recommended as a high performance thin-bed adhesive for installing a wide range of tiles and stone including low absorption ceramic tile, porcelain tile, natural and manufactured stone using the thin-set method of installation. Moreover it is excellent for exterior and underwater applications with a superior bond to masonry. LATICRETE 335 is currently being used in the project for the application of tiles and stones in the living rooms, toilets and the pool.

Talking about the pool, another solution provided for the wet area applications, especially the pool was HYDRO BAN®, which is a thin, load-bearing

waterproofing / crack isolation membrane that does not require the use of fabric in the field, covers or corners. HYDRO BAN is a single component self-curing liquid rubber polymer that forms a flexible, seamless waterproofing membrane. Another LATICRETE® solution that was approved for the project was the use of SPECTRALOCK® Grout, a patented, high performance epoxy grout which offers excellent color uniformity, durability, stain resistance and beautiful, full grout joints in an easy to use, non-sag formula.

For the balconies and terraces in the project, LATICRETE 302 was recommended and approved as a polymer fortified cementitious waterproofing slurry. With the ability to withstand light foot traffic and good climate resistance, LATICRETE 302 has an excellent bond on the substrates and good adhesion under water impact. This is keeping in mind that Abidjan receives an average rainfall of 1,500 mm every year.

Also being used in the project is the LATICRETE 190 Sealer which is an invisible, penetrating sealer that protects against stains, soiling, discoloration and efflorescence. It is a clear, non-flammable solution which cures to an invisible water repellant coating. Applied on marble, brick, limestone and mortar joints it will seal and reduce staining and water absorption. An added advantage is that it will not change the color of the stone or ceramic tile.

The Résidence Orchidée also has 3 levels of parking which cover an area of 5,000 m² and the client was looking for concrete coatings that were durable with a quick turnaround time. Based on the specifications our team advised the client on the SPARTACOTE™ solution which fit the bill.

SPARTACOTE protective coatings show superior levels of durability, flexibility, adhesion, corrosion resistance, and chemical resistance. SPARTACOTE moisture cure coating chemistry enables product formulations that are not only applicable regardless of the climate but also dramatically reduce application times and costs.

SPARTACOTE patented technology was designed to effectively absorb into the concrete or steel substrate in order to bond within the pores of the material. SPARTACOTE also does not incorporate

excessive non-reactive additives into its coatings. As a one-to-one mix, SPARTACOTE products are designed to dry within 1-2 hours and drive-on within 24 hours. Another advantage is that SPARTACOTE can be applied in temperatures well below that of standard epoxies and urethanes.

As the project nears completion the team have been at hand to provide any and all assistance where required. Right from the start of the project, the LATICRETE team was always on call and have travelled extensively to Abidjan to provide the necessary training in the use and application of LATICRETE products. The most recent being training provided to the local team for the SPARTACOTE application in June of this year.

According to Mr. Joseph Dacosta, Regional Manager, LATICRETE M.E. & Africa, "Sociam and SCI DIAMONDS have been working with LATICRETE extensively and know of the quality and reliability of our products. We share a strong bond with them wherein they just give us their requirements and we provide them with the best solutions for their construction needs along with great service quality that they have come to expect of us."

For the Résidence Orchidée project LATICRETE products have been used extensively throughout, including the apartments, toilets, corridors, pool, terraces, balconies and their multi-level car park. Currently in the completion phase the project is due to be handed over shortly.

Summary of LATICRETE® products used in this project:

- LATICRETE® 315 Tile Adhesive
- LATICRETE® 325 Premium Tile Adhesive
- LATICRETE® 335 Premium Plus Tile Adhesive
- LATICRETE® SPECTRALOCK® PRO Grout
- HYDRO BAN® Waterproofing
- LATICRETE® 302 Waterproof Slurry
- LATICRETE® 190 Sealer
- SPARTACOTE™ Resinous Floor Coatings

www.laticrete.me



▲ The Orchidee Residence project in full swing



▲ Upcoming pool at the Orchidee Residence



▲ LATICRETE® products on site, being prepared for application

LATICRETE & LEED Points

LATICRETE International, Inc. manufactures a variety of products that meet the stringent requirements of UL GREENGUARD® Environmental Institute standards, and, as such, have earned UL GREENGUARD Gold certification. This certification means that the architectural and building industries do not have to rely on “in-house” testing which provide the required information for LEED and LEED Schools points.

The LATICRETE® products which have achieved UL GREENGUARD Gold certification fall under 7 categories which include Waterproofing Membranes, Anti-Fracture Membranes, Thick Bed Mortar, Epoxy Adhesive, Thin-Sets, Epoxy Grouts, and Cement Grouts.

For all of your job specific LEED certifications of LATICRETE products, please visit www.laticrete.com to access the LATICRETE LEED Project Certification Assistant.

LATICRETE products can help contribute to 8 LEED Green Building Design and Construction Reference Guide, 2009 Edition and 10 LEED Schools Reference Guide, 2007 points in the following credits;

MR 2.1 – Construction Waste Management (Divert 50% from Disposal) – Divert construction, demolition and land clearing debris from disposal in landfills and incinerators. Redirect recyclable recovered resources back to the manufacturing process. Redirect reusable materials to appropriate sites. MR 2.1 is worth 1 LEED point.

MR 2.2 – Construction Waste Management (Divert 75% from Disposal) – Divert construction, demolition and land clearing debris from disposal in landfills and incinerators. Redirect recyclable recovered resources back to the manufacturing process. Redirect reusable materials to appropriate sites. MR 2.2 is worth 1 LEED point in addition to MR Credit 2.1.

MR 4.1 – Recycled Content 10% (post-consumer + ½ pre-consumer) – Increase demand for building products that incorporate content materials, thereby reducing impacts resulting from extraction and processing of virgin materials. MR 4.1 is worth 1 LEED point.

MR 4.2 – Recycled Content 20% (post-consumer + ½ pre-consumer) – Increase demand for building products that incorporate content materials, thereby reducing impacts resulting from extraction and processing of virgin materials. MR 4.2 is worth 1 LEED point in addition to MR 4.1.

MR 5.1 – Regional Materials (10% Extracted, Processed & Manufactured Regionally) - Products that have been extracted, harvested or recovered, as well as manufactured, within 500 miles of the project site for a minimum of 10% (based on cost) of the total materials value. MR 5.1 is worth 1 LEED point.

MR 5.2 – Regional Materials (20% Extracted, Processed & Manufactured Regionally) - Products that have been extracted, harvested or recovered, as well as manufactured, within 500 miles of the project site for a minimum of 20% (based on cost) of the total materials value. MR 5.2 is worth 1 LEED point in addition to MR Credit 5.1.

EQ 4.1 - Low-Emitting Materials (Adhesives & Sealants*) - All adhesives and sealants used on the interior of the building shall comply with the South Coast Air Quality Management District (SCAQMD) Rule #1168. To meet the requirement of this credit, ceramic tile adhesives must have a VOC content of less than 65g/L, porous sealants* must have a VOC content of less than 750 g/L, and non-porous sealants* must have a VOC content of less than 250 g/L. EQ 4.1 is worth 1 LEED point.

EQ 4.3 – Low Emitting Materials: Flooring Systems - Takes into consideration the VOC content of the entire flooring system including hard surface material† (hard surface material must be certified as compliant with FloorScore standard by LATICRETE and LEED Points TDS 156 independent third party), tile setting adhesives and grout, AND any sealers or coatings. Tile adhesives shall comply with SCAQMD Rule #1168 as shown in EQ 4.1 above. EQ 4.3 is worth 1 LEED point.

EQ 9 (LEED Schools only) - Enhanced Acoustical Performance – attain sound ratings that meet ANSI S12.60-2002 standards to facilitate better



teacher-to-student and student-to-student communications. LATICRETE products will only contribute to improving IIC performance within classroom space from floors above. Requires LEED Schools EQ Prerequisite 3 to obtain this credit. EQ Credit 9 is worth 1 or 2 LEED points (please refer to LEED Schools Reference Guide for more information)

EQ 10 (LEED Schools only) - Mold Prevention - reduce the potential presence of mold in schools to improve air quality and maintain a healthy learning environment. Requires LEED Schools EQ Credit 3.1, EQ Credit 7.1 and EQ Credit 7.2 to obtain this credit. EQ Credit 10 is worth 1 LEED point.

* Sealant - any material with adhesive properties that is formulated primarily to fill, seal, or waterproof gaps or joints between two surfaces. Sealants include sealant primers and caulks.

Non-porous Sealant - a substance used as a sealant on non-porous materials. Non-porous materials do not have openings in which fluids may be absorbed or discharged. Such materials include, but are not limited to, plastic and metal.

Porous Sealant - a substance used as a sealant on porous materials. Porous materials have tiny openings, often microscopic, in which fluids may be absorbed or discharged. Such materials include, but are not limited to wood, fabric, corrugated paperboard, and plastic foam.

† Hard surface materials and flooring materials covered by FloorScore include ceramic tile, vinyl, linoleum, laminate flooring, wood flooring, rubber flooring, wall base, and associated sundries.



KOYE RHODES

Managing Director, Concrete Logistics Limited

In this issue we would like to welcome a key LATICRETE partner all the way from Nigeria!

Mr. Koye Rhodes is the Managing Director of Concrete Logistics Limited in Nigeria and has grown up, in and around the construction industry from a young age.

In his own words Mr. Koye shares with us the start of his journey in the industry:

My Journey in the flooring and tiling sector of the construction industry started many years ago, when my parents established a marble company called Rosabol in Nigeria in 1974. We use to, as young children visit the factory and various construction sites with my mother. It was during this period of my life that my interest in the construction market began to develop. It was in 2009 that I established Concrete Logistics Limited in Lagos, Nigeria to provide construction solutions to the concrete and building sectors of the Nigerian market.

Recalling the first time LATICRETE was introduced to him:

My very first LATICRETE contact was with Joedi Brown, who was based in South Africa. She introduced me to the Laticrete range of products and asked if I would be interested in representing LATICRETE in the Nigerian market. Post that conversation we arranged to meet in South Africa and she informed me that Mr. Faisal, Vice President International Sales and Mr. Sujit Singh, Managing Director of LATICRETE Middle East and Africa would also attend the meeting. That senior level of representation showed me the level of seriousness LATICRETE had for developing their market in this part of the region.

As far as first impressions go:

The LATICRETE website impressed me very much. I was very surprised at the amount of detailed manuals on all aspects of tiling applications that LATICRETE offered for the different aspects of tile usages. This convinced me that I was dealing with an organization driven by quality and innovation.

In terms of the LATICRETE® product range, Mr. Koye shared several examples wherein LATICRETE products where the solution for complex client issues:

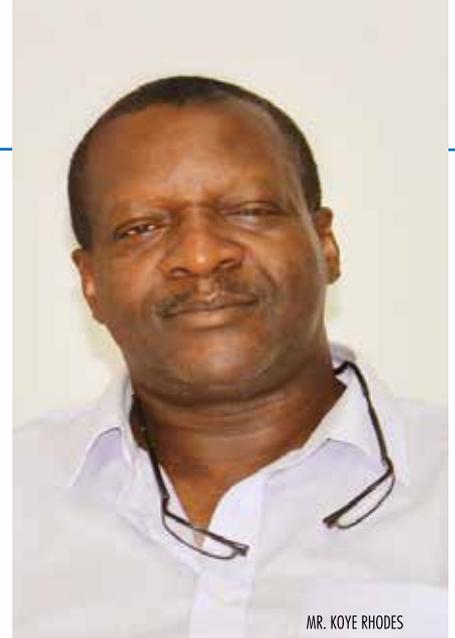
We have been a part of many a project wherein the LATICRETE® product range was used extensively.

Our core focus in the construction sector had been concrete waterproofing, in projects such as swimming pools, which dominated our initial undertakings with LATICRETE. We have worked on quite a lot of wet areas watering projects using the HYDRO BAN® and LATICRETE 302 products.

One of the most intricate and memorable projects that we have undertaken to date is a 5 star hotel project called the Black Diamond located in Lagos. This is a 15 story private hotel which exclusively houses the senior staff members of the Exxon-Mobil Oil Company. The work involved was that of covering and waterproofing the existing pyramid shaped rooftop of the development. Access and location made this a very technical and difficult project and as such required professional scaffolding usage and safety rope access for applicators to the work area. For this project we used the full range of LATICRETE waterproofing products. Firstly, we used the LATICRETE 9235, which is a thin load-bearing waterproofing, for covering the aluminum profiles of the dome. Post the treatment we then applied LATICRETE HYDRO BAN which is a thin, load bearing waterproofing and crack isolation membrane, over the whole surface area including the profiles. Once that task was completed we moved onto finally covering all the previous applications with LATICRETE 302, which is a high quality, polymer fortified, cementitious waterproofing slurry. With the use of these LATICRETE products we were able to solve and successfully complete the project that had taken the client several attempts and a number of years to bring to fruition. It was a great testimony for the LATICRETE product range and its effectiveness.

Working with the LATICRETE team has led Mr. Koye to meet some interesting people and he shares one such inspiring experience:

I remember before we started to import products from LATICRETE into Nigeria, I was on a visit to Dubai about two years ago and was attending the Big 5 building exhibition. I had met Mr. Sujit Singh previously and we had interacted during my time in Dubai and he had requested to meet me just before I was to leave for the airport. During our brief conversation, he explained to me, how many years earlier competition in the UAE market was very intense within the construction sector and how many of the competitors were aggressively fighting for market shares leading to lower prices. Sujit mentioned how he just kept his calm and



MR. KOYE RHODES

worked on growing and strengthening LATICRETE relationships within the region, albeit at a slow and steady pace.

As LATICRETE grew its market share many of the competitors realized that their strategy was detrimental to long term growth and today many of those competitors are no longer in the market. The moral of this story, as he pointed out to me was I should just start slowly in importing my first orders of LATICRETE products and steadily build the market in Nigeria. This for me was a very important advice and with the benefit of hindsight, he was right.

Looking to the future Mr. Koye adds:

We currently cover the Nigerian market and we hope to expand this to other regions in West Africa as we develop the LATICRETE brand awareness in the near future. Going forward, I also think developing local production facilities in West Africa, which I consider as a frontier market, can give us the advantages of early entry. This could make the LATICRETE range of construction chemicals the leading brand in this region of the world within the next 5 years. In conclusion, he adds, happy and satisfied customers are what shape my business philosophy and are my main goal as a businessman.



▲ Mr. Koye Rhodes in front of his new office & showroom in Lagos, Nigeria

LATICRETE MIDDLE EAST & AFRICA INTRODUCING...

NEW

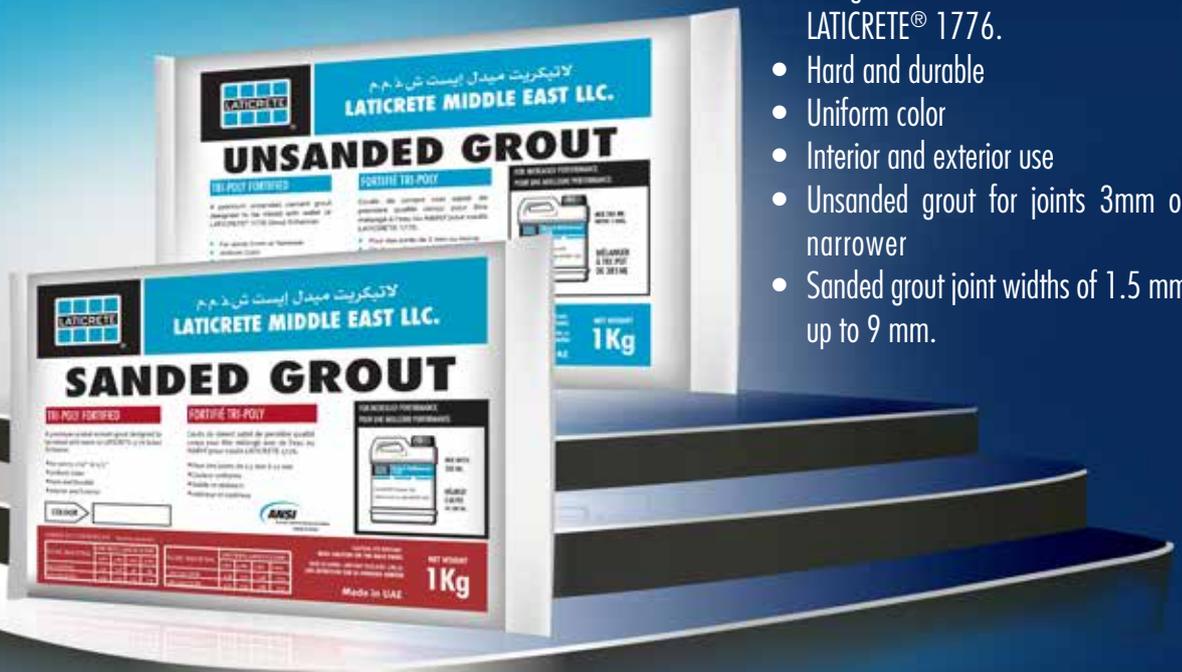
1 KG SADED & UNSADED GROUTS

Order Online
get a chance to
win an iPhone7

For more details visit:
facebook.com/laticrete.me

OFFER VALID TILL DEC. 31ST, 2017

- Premium, factory prepared grouts
- Designed to be mixed with water or LATICRETE® 1776.
- Hard and durable
- Uniform color
- Interior and exterior use
- Unsanded grout for joints 3mm or narrower
- Sanded grout joint widths of 1.5 mm up to 9 mm.



AVAILABLE FROM : OCTOBER 01, 2017

PLACE YOUR ORDER NOW



ECONOMICAL

NO WASTAGE

EASY TO HANDLE

EXTENDED SHELF LIFE



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

*For Private Circulation Only

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

Follow us :

/ [laticrete middle east](https://facebook.com/laticrete-middle-east)

©2017 LATICRETE International, Inc. All trademarks shown are the intellectual properties of their respective owners.
Kevlar - United States Patent No.:6,784,229 B2 (and other Patents)
GREENGUARD Indoor Air Quality Certified is a registered trademark of the GREENGUARD Environmental Institute.

©2017 LATICRETE International, Inc. All trademarks shown are the intellectual properties of their respective owners.
Laticrete Middle East for complete warranty information