

LATICRETE offers intensive training programs which were specifically developed for tile and stone industry distributors, dealers and other industry professionals.

## BENEFITS

- Increase understanding of the tile and stone installation industry
- Expand knowledge of how to select and recommend the most suitable installation materials
- Increase knowledge of LATICRETE® products
- Learn trade definitions, performance requirements and industry standards
- Learn how to solve and avoid job problems
- Participate in hands-on product demonstrations

## SEMINAR LOCATION

The LATICRETE Technical Training Center is located on our 44-acre Corporate Headquarters campus in rural Bethany, Connecticut.

While attending the LATICRETE seminar you will be our guest at the LATICRETE Visitor Center. Arrival and check-in is Wednesday after 7:00 p.m., check-out and departure is Friday after 7:00 p.m. or Saturday before 3:00 p.m.

## DAILY SCHEDULE

The LATICRETE seminars run Thursdays and Fridays from 9:00 a.m. – 5:00 p.m. Experienced instructors utilize both classroom instruction and hands-on product demonstrations. You will also be able to meet with key LATICRETE personnel. Time is allocated for questions and discussion at the end of each day's presentation. Optional social activities and sightseeing excursions are also planned.

## Program Includes

- All transportation between the airport and the LATICRETE Visitor Center
- Lodging at the LATICRETE Visitor Center
- All meals
- All books, technical binders and product catalogs
- Daily transportation to and from the visitor center to the LATICRETE Technical Training Center and return
- Graduation diploma and unique promotional items



## LATICRETE “PROFIT THROUGH KNOWLEDGE” TECHNICAL SEMINARS

### Seminar Content

- Selecting the proper installation systems
- Industry standards
- Substrates (preparation/requirements)
- Types of tile and stone
- Waterproofing membranes
- Latex portland cement mortars
- Epoxy and cement grouts
- Epoxy adhesives
- Sales and marketing techniques
- Hands-on product demonstrations

## SEGMENTED “PROFIT THROUGH KNOWLEDGE” DISTRIBUTOR TRAINING PROGRAMS

### Seminar Content

- New construction methods
- Concrete construction
- Plaza and deck installation
- Forensic examination
- Surface preparation
- Facades
- Hands-on product demonstrations
- Moisture in concrete
- Swimming pool installations

## NORTH AMERICA “ON THE ROAD” SEMINARS

These sessions run for two days at LATICRETE manufacturing plants around the country. Seminars begin at 8:00 a.m. and go to 5:00 p.m. A question and discussion period is held at the end of the day's presentation.

### Seminar Content

- Selecting the proper installation systems
- Industry standards
- Substrates (preparation/requirements)
- Types of tile and stone
- Waterproofing membranes
- Latex portland cement mortars
- Epoxy and cement grouts
- Epoxy adhesives
- Sales and marketing techniques
- Hands-on product demonstrations

### Program Includes

- Presentations by various LATICRETE corporate staff and field technical representatives
- Continental breakfast, lunch, refreshment breaks
- Technical binders, product catalogs, handouts
- Graduation diploma and unique promotional items

For further information, log onto [www.laticrete.com/seminars](http://www.laticrete.com/seminars), or contact LATICRETE at +1.203.393.0010, ext. 235; Fax: +1.203.393.1948; or [seminars@laticrete.com](mailto:seminars@laticrete.com)