



Globally Proven
Construction Solutions



LATICRETE® MVIS™ Frequently Asked Questions

1. What is LATICRETE® MVIS™?

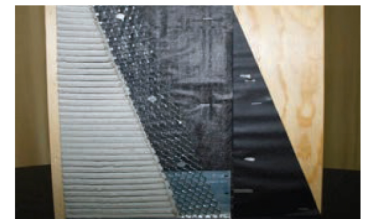
LATICRETE® MVIS™ (Masonry Veneer Installation System) was designed to create a better way to install thin adhered masonry veneer. With over 50 years of setting industry standards with waterproofing and polymer fortified adhesive cement technology, LATICRETE offers an installation system that provides a permanent solution to adhering natural, manufactured stone and thin brick and other products to vertical and horizontal substrates.

LATICRETE MVIS is a system of LATICRETE products, when used in accordance with written instructions, provides the owner with a warranted solution for the installation of thin brick, manufactured stone, natural stone, and other thin veneer products.

2. What's wrong with the methods traditionally used to install thin adhered veneers?

While there have been many examples of success using the traditional masonry method of installation, the materials used — felt paper, metal lath and scratch coats made of Type S/N masonry mortars are not engineered as part of a complete wall system. Some limitations of this method include:

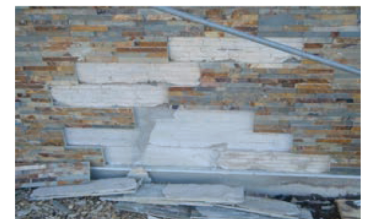
- Limited installation warranties
** Absence of third party testing to substantiate performance levels.*
- Water resistant barriers are compromised causing water intrusion into the system
- Low bond strength adhesion values of traditional mortars result in delamination
- Lack of freeze/thaw durability
- Field mixed products lead to inconsistencies in mix ratios
** Field labor inconsistencies lead to variable substrate quality.
* Substrate is seldom properly wet cured as stipulated prescriptively in the model building codes, resulting in shrinking and cracking.*



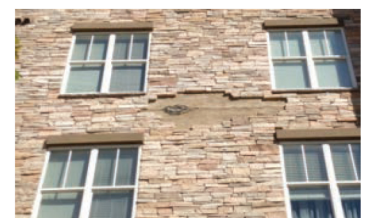
Example of Traditional System



Water Intrusion



Delamination of Stone



Adhesion Failures

3. What advantages does LATICRETE MVIS offer?

- 15 year labor and materials warranty over exterior steel or wood framed construction
- 25 year labor and materials warranty over masonry and concrete and interior wood and metal framed construction
- 15 & 25 labor and material warranty using Laticrete Premium Mortar Bed as lath with scratch and brown coat installation.
- Superior adhesive mortars with six to ten times the bond strength of traditional mortars
- Fully monolithic and load-bearing, fluid applied air and water membrane
- Faster and more economical system using factory blended and bagged, ready to use products
- Mortars provide non-sag — easily adjustable qualities producing easier installation
- LATICRETE Air & Water Barrier is ABAA evaluated as a fluid applied air barrier to resist building air leakage

