EM laticrete

SOLUTIONS FOR EVERY CONSTRUCTION



## Premium Strength

# FOR YOU TILING & WATERPROOFING SOLUTION

www.emlaticrete.com

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# FOR YOU TILING & WATERPROOFING SOLUTION

EM Laticrete delivers innovative tiling, waterproofing, grouting, and construction solutions designed for modern projects. Our products combine superior performance, long-lasting durability, and ease of application to help professionals achieve reliable and high-quality results. From residential spaces to large-scale commercial developments, EM Laticrete ensures strength, protection, and excellence in every installation.





## Fast & Economical

EM Laticrete tile adhesives are engineered for quick and efficient application, reducing labor time and installation costs. Their excellent workability ensures faster coverage, better productivity, and superior performance on every project.

## Application Compatibility

Designed to work with a wide range of surfaces and tile types, EM Laticrete adhesives provide exceptional bonding for ceramic, vitrified, porcelain, and natural stone installations. Ideal for both walls and floors in residential and commercial applications.

## No Slippage

The advanced formulation offers excellent grip and holding power, preventing tile movement during installation. This ensures accurate alignment, cleaner finishes, and greater confidence when working on vertical surfaces.

## Strong Foundation

A durable tile installation begins with a reliable adhesive. EM Laticrete provides outstanding bond strength that creates a solid foundation capable of withstanding daily wear, moisture exposure, and changing environmental conditions.

## CONSISTENTLY EXCELLENT RESULTS

| | | |
|---|---|---|
| Perfect Finish | Stain & Seepage Resistant | Water Resistant |
| High Bond Strength | White Adhesive | Time-Saving |

# TILES NEED A STRONG FOUNDATION

Every beautiful tile installation depends on the strength beneath it. EM Laticrete Tile Adhesives are specially formulated to provide superior adhesion, enhanced durability, and long-term performance.

Whether used for floors, walls, or large-format tiles, our solutions ensure secure bonding, reduced tile failures, and a flawless finish. Build with confidence using products trusted by professionals for strength, reliability, and lasting results.



**DO NOT ADD EXTRA CEMENT OR SAND WITH THE ADHESIVE**

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# Silver Pro

ADHESIVE FOR FIXING FLOORS &
ALL TYPES OF WALL TILES

**Pack size : 20kg**
**Color : Grey**

CONFORMS TO EN 12004 STANDARD
C1 T-E

## Product Description

EM LATICRETE Tile Adhesive is a polymer modified, thin-set adhesive for fixing Floor & all types of wall tiles on horizontal and lower vertical applications in internal dry areas over cementitious substrate.

Tiles on horizontal & Lower vertical applications in internal dry areas over Cementitious substrate.
Type C-1 T-E' Classification



## Shelf Life

12 Months (When stored in original sealed packaging under dry, shaded conditions)

## Coverage (In Sq. ft.)

55-60 sq.ft / 20kg bag at 3mm Thickness

## Advantages

- Ready to use - Just mix with water
- Fast & Economical
- High bond Strength
- Suitable for ceramic floor & wall tiles

## Customers

Residential | Commercial | Institutions | Industrial




# Gold Pro

ADHESIVE FOR FIXING **600X600MM & 600X1200MM** VITRIFIED BODY

**Pack size : 20kg**
**Color : Grey**

CONFORMS TO EN 12004 STANDARD
C2 TE

## Product Description

EM LATICRETE Tile Adhesive is a polymer modified, thin-set adhesive for Fixing 600x600mm & 600x1200mm vitrified body on horizontal and lower vertical applications in internal dry areas over cementitious substrate.

Tiles on horizontal & Lower vertical applications in internal dry areas over Cementitious substrate.
Type C-2 T-E' Classification



## Shelf Life

12 Months (When stored in original sealed packaging under dry, shaded conditions)



## Coverage (In Sq. ft.)

55-60 sq.ft / 20kg bag at 3mm Thickness

## Advantages

- Ready to use - Just mix with water
- Fast & Economical
- High bond Strength
- Suitable for ceramic floor & wall tiles

## Customers

Residential | Commercial | Institutions | Industrial




# Platinum Pro

ADHESIVE FOR FIXING 800x1600mm & 1200x2400mm big size vitrified wall body

**Pack size : 20kg**
**Color : White**

CONFORMS TO EN 12004 STANDARD
C2 TES-1

## Product Description

EM LATICRETE Tile Adhesive is a polymer modified, thin-set adhesive for fixing 800x1600mm & 1200x2400mm Big size vitrified wall body on horizontal and lower vertical applications in internal dry areas over cementitious substrate.

Tiles on horizontal & Lower vertical applications in internal dry areas over Cementitious substrate.
Type C-2 TES-1' Classification



## Shelf Life

12 Months (When stored in original sealed packaging under dry, shaded conditions)

## Coverage (In Sq. ft.)

55-60 sq.ft / 20kg bag at 3mm Thickness

## Advantages

- Ready to use - Just mix with water
- Fast & Economical
- High bond Strength
- Suitable for ceramic floor & wall tiles

## Customers

Residential | Commercial | Institutions | Industrial




# Diamond Pro

ADHESIVE FOR FIXING WHITE BODY &
MARBLE 800X1600MM & 1200X2400MM

**Pack size : 20kg**
**Color : White**

CONFORMS TO EN 12004 STANDARD
C2 TES-1

## Product Description

EM LATICRETE Tile Adhesive is a polymer modified, thin-set adhesive for fixing White body & Marble 800x1600mm & 1200x2400mm on horizontal and lower vertical applications in internal dry areas over cementitious substrate.

Tiles on horizontal & Lower vertical applications in internal dry areas over Cementitious substrate.
Type C-2 TES-1' Classification



## Shelf Life

12 Months (When stored in original sealed packaging under dry, shaded conditions)

## Coverage (In Sq. ft.)

55-60 sq.ft / 20kg bag at 3mm Thickness

## Advantages

- Ready to use - Just mix with water
- Fast & Economical
- High bond Strength
- Suitable for ceramic floor & wall tiles

## Customers

Residential | Commercial | Institutions | Industrial




# Terracotta Pro

ADHESIVE FOR FIXING FLOORS &
ALL TYPES OF WALL TILES

**Pack size : 20kg**
**Color : Terracotta**

## Product Description

EM LATICRETE Tile Adhesive is a polymer modified, thin-set adhesive for fixing Floor & all types of Terracotta wall tiles on horizontal and lower vertical applications in internal dry areas over cementitious substrate.

Tiles on horizontal & Lower vertical applications in internal dry areas over Cementitious substrate.



## Shelf Life

12 Months (When stored in original sealed packaging under dry, shaded conditions)

## Coverage (In Sq. ft.)

55-60 sq.ft / 20kg bag at 3mm Thickness

## Advantages

- Ready to use - Just mix with water
- Fast & Economical
- High bond Strength
- Suitable for ceramic floor & wall tiles

## Customers

Residential | Commercial | Institutions | Industrial






## Premium Strength
# EPOXY GROUT

Increases water & weather resistance of grout
Increases strength & Makes grout dense

**Net Quantity : 5kg**

## HOW TO USE / कैसे इस्तेमाल करे

1. Let's fill the joints of Kitchen & Bathroom after 24 HRS. of laying tile.
2. Add filler gradually while mixing until homogeneous paste is obtained.
3. Clean the tiles with wet sponge after 10 min.
4. Mix Resin & Hardener thoroughly in desired ratio.
5. Fill the joint with the help of rubber float
6. Allow to dry before using

### For 5Kg. Mixing Ratio (By weight in grams)

| Base | Hardener | Filler |
|---|---|---|
| 1kg | 400g | 3.6Kg |

### EPOXY BASED WATERPROOF TILE JOINT FILLER

***Net Quantity - 5Kg***

### Contains

**1.** 1KG of Base **| 2.** 400g of Hardener **| 3.** 3.6kg Filler **| 4.** 1 Pair of Gloves **| 5.** 1 Number of scrubber








## Premium Strength
# EPOXY GROUT

Increases water & weather resistance of grout
Increases strength & Makes grout dense

**Net Quantity : 1kg**

## HOW TO USE / कैसे इस्तेमाल करे

1. Let's fill the joints of Kitchen & Bathroom after 24 HRS. of laying tile.
2. Add filler gradually while mixing until homogeneous paste is obtained.
3. Clean the tiles with wet sponge after 10 min.
4. Mix Resin & Hardener thoroughly in desired ratio.
5. Fill the joint with the help of rubber float
6. Allow to dry before using

### For 1Kg. Mixing Ratio (By weight in grams)

| Base | Hardener | Filler |
|---|---|---|
| 200g | 80g | 720g |

### EPOXY BASED WATERPROOF TILE JOINT FILLER

***Net Quantity - 1Kg***

### Contains

**1.** 200G of Base **| 2.** 80g of Hardener **| 3.** 720g Filler **| 4.** 1 Pair of Gloves **| 5.** 1 Number of scrubber






# TILE EPOXY GROUT

Net Quantity : 1Kg

## HOW TO USE \ कैसे इस्तेमाल करें

- Ready to use only mix with water
- Water resistant
- Smooth finish
- Weather resistant
- Easy maintenance
- Non-Shrinking
- Non-Cracking
- Good workability
- Easy application & clean up

Tile Grout is a superior quality polymer modified grout it consist of a carefully prepared blend of white cement chemical additives and fillers, designed as a single component easy to install, just mix with water and use. It is ideal for both floors and walls applications, available in a wide range of colours, suitable for joints between 1 to 3 mm.








# SBR LATEX BOND

## CEMENTITIOUS WATERPROOFING & REPAIR POLYMER

CERTIFIED ISO 9001:2015 COMPANY

**Net Quantity : 1kg**

### MODIFIED SBR LATEX FOR REPAIR & WATERPROOFING

For Concrete Repairs In Combination With Cement Spalled Concrete Of Floor, Column, Beam, Slab, Parapet Etc. Basement, Roof Slab And Screed.

For Waterproofing (as A Strong Primer & As An Additive In The Mortar) Small Roof Terraces, Sunken Portions Of Toilets & Bathrooms, Lift Pit & Balconies

As A Bond Coat (for Multi Layer Plaster, Servesas A Bonding Agent & Also As A Waterproof Barrier) For Bonding Of New Concrete To Old Concrete Masonry Stone Work, Plastering

For Cladding Fixing Or Re-fixing Of Slip Bricks, Tiles, Stones & Marble Bedding.

As External Rendering - Weatherproof & Frost Resistant Render.








# TILE CLEANER

**TILE CLEANER FOR**
**EASIER & EFFICIENT MAINTENANCE**

**Net Quantity : 1kg & 500gm**

## TILE CLEANER FOR EASIER & EFFICIENT MAINTENANCE

Easy to use, ready to use & fast acting tile cleaner for interior & exterior cleaning application that remove tough everyday spills, dirt, grease & cement residue.

Can be used for unglazed ceramic tile, glass glass tile, vitrified tile, glass mosaic tile, glazed ceramic tile and porcelain tile.

Appearance : Ocean Blue liquid Specific gravity 1.02pH:5-6

We Specially Recommend our Non-Acidic cleaner for Natural Stone and Marbles for better shining, long life & Natural Beauty of

Stone






# MULTI PURPOSE ADMIX

CERTIFIED ISO 9001:2015 COMPANY

**Net Quantity : 1kg**

Also Available in 250ml & 100ml

## MULTIPURPOSE ADMIX

EM LATICRETE Admix Recommended in place of water with our cementitious grout make the grout denser, Colourfastand inhibits stain causing bacteria, mold and mildew growth.

For enhance adhesion and increased flexibility, Multipurpose Admix is added to tile adhesives to produce “POLYMER FORTIFIED ADHESIVE” which shows similar results as “POLYMER MODIFIED ADHESIVES”.

By addition of Liquid Admixture to type 1 adhesive, its properties can be enhanced to meet the performance criteria of type 2 or type 3 or type 4 adhesive



# GROUT COLOR SHADES

EM LATICRETE Tile Adhesive is a polymer modified, thin-set adhesive for fixing Floor & all types of Terracotta wall tiles on horizontal and lower vertical applications in internal dry areas over cementitious substrate.

Tiles on horizontal & Lower vertical applications in internal dry areas over Cementitious substrate.

WHITE

IVORY

BEIGE

CREAM

PINK

SILK

COPPER BROWN

QUARRY RED

DARK BROWN

BLUE

TERRACOTA

ORANGE

AQUA GREEN

ALPINE BLUE

SILVER GERY

GREY

DK. GREY

BLACK

BURGUNDY

MUSHROOM

BROWN

DARK GREEN

# PREMIUM UNSANDED GROUT COVERAGE CHART

## Coverage

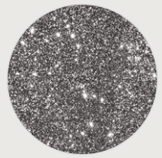
Coverage (in sq. ft.): approximate coverage/10 Kg. grout.

| Tile Size x Thickness (in mm) | 1mm | 2mm | 3mm |
|---|---|---|---|
| 100x100x3 | 1430 | 720 | 480 |
| 150x150x4 | 1610 | 810 | 540 |
| 200x150x5 | 1470 | 470 | 490 |
| 200x200x5 | 1720 | 860 | 570 |
| 200x300x6 | 1720 | 860 | 570 |
| 300x300x6 | 2150 | 1070 | 710 |
| 400x400x6 | 2860 | 1430 | 950 |
| 450x450x7 | 2760 | 1380 | 920 |
| 500x500x8 | 2680 | 1340 | 890 |
| 600x600x8 | 3210 | 1610 | 1070 |

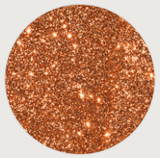
### Available Shades (Gold, Silver & Copper)



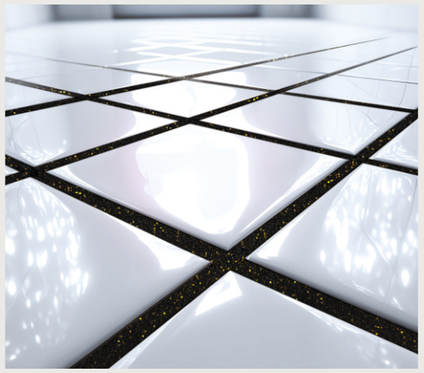
Gold



Silver



Copper



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