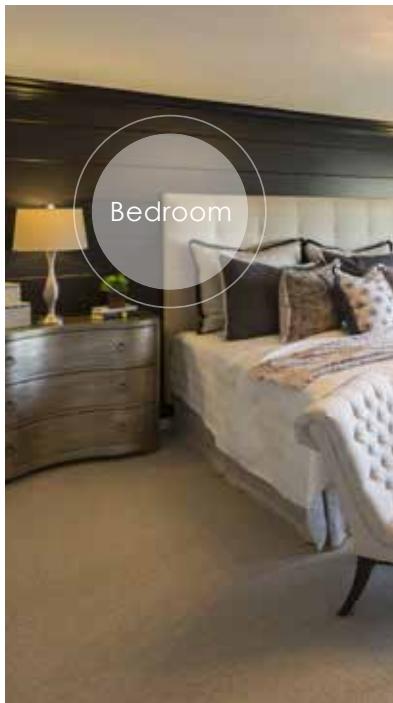


Installation system solutions for residential builder/remodelers

- Surface-preparation products
- Shower installation systems
- Moisture-control products
- Membrane systems and waterproofing products
- Mortars and additives
- Grouts
- Ready-to-use products
- Finishing and care products
- Carpet installation adhesives and accessories
- Resilient flooring adhesives
- Wood-flooring adhesives
- Wood-flooring installation and finishing accessories
- Wood-floor basecoats and finishes
- Wood-floor maintenance products



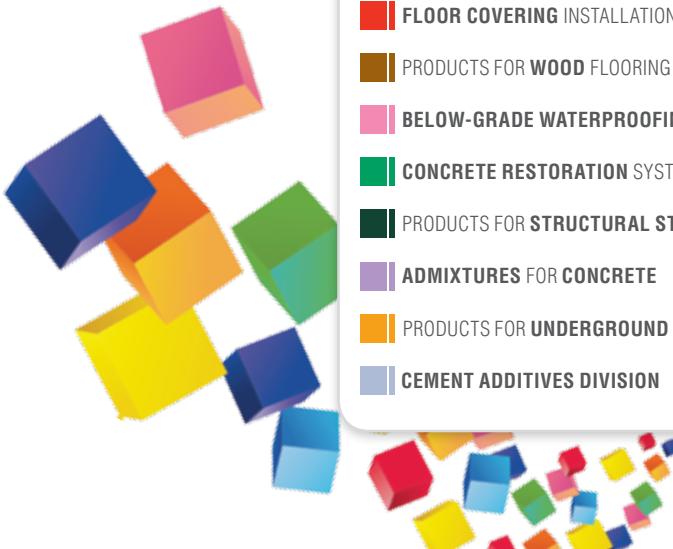


Originally established in 1937, today MAPEI is a privately owned global corporation headquartered in Milan, Italy, with 81 subsidiaries including 70 plants in 32 countries. The company specializes in manufacturing chemical products for building, including waterproofing products, specialty mortars and admixtures for concrete, products for the restoration of historic buildings, and special decorative and protective coatings for concrete surfaces. In addition, MAPEI is the world leader in the manufacturing of mortars, grouts, adhesives and complementary products for the installation of all types of floor and wall coverings. MAPEI Corporation, the division responsible for supporting the North American markets, is based in Deerfield Beach, Florida, and employs over 1,100 team members – ranging from Manufacturing and R&D to Technical Services and Sales.

SUPERIOR PRODUCTS

FULL-BREADTH PRODUCT LINES

MAPEI produces the most innovative products for the construction market. Around 1,500 products (adhesives, sealants, mortars, admixtures, latex, etc.) are manufactured in MAPEI's plants, which produce the world's most complete range of building products. Diversified, high-quality chemical products –



THE WORLD OF MAPEI

from powdered adhesives, to liquid and paste products, to polymers – are created with the aim of meeting the requirements of more than 60,000 customers around the world.

SUPERIOR-QUALITY PRODUCTS

MAPEI is an ISO 9001-2000 certified company. Our products are produced according to exacting standards, strictly adhering to process and procedural guidelines with documented compliance. This rigid production format is vigilantly followed to ensure that every product is produced uniformly from batch to batch.



PROFESSIONAL SUPPORT NETWORK

KNOWLEDGEABLE SALES FORCE

MAPEI brings you the largest, most highly trained sales force within the industry to serve your needs for product application/installation recommendations. Our sales representatives are focused on supporting you with product knowledge, product demonstrations, product information, marketing support materials and other relevant tools to help you generate sales.

TECHNICAL EXPERTISE

An in-house Technical Services Call Center responds to customers' telephone inquiries with answers to installation challenges in real time. In addition, MAPEI can offer field support for job start-ups, product training and on-site problem resolution.

9 PRODUCT LINES

- TILE & STONE INSTALLATION SYSTEMS
- FLOOR COVERING INSTALLATION SYSTEMS
- PRODUCTS FOR WOOD FLOORING
- BELOW-GRADE WATERPROOFING SYSTEMS
- CONCRETE RESTORATION SYSTEMS
- PRODUCTS FOR STRUCTURAL STRENGTHENING
- ADMIXTURES FOR CONCRETE
- PRODUCTS FOR UNDERGROUND CONSTRUCTION
- CEMENT ADDITIVES DIVISION



CUSTOMER SERVICE PLUS

MAPEI's standards for customer service are best-in-class.

Our leadership includes such service innovations as:

- Customer-friendly, efficient processes
- One-call resolution
- Employee commitment to effective customer dialog



INNOVATIVE RESEARCH & DEVELOPMENT

Worldwide, more than 12% of MAPEI employees are involved in the development of new technologies and product innovations, keeping our customers at the forefront of the industry. The company has taken the additional initiative of focusing its R&D efforts on environmentally sustainable solutions.

To remain on the cutting edge of innovation, MAPEI reinvests 5% of its annual revenues into researching and developing new products and technologies; in particular, 70% of its R&D efforts are directed to develop eco-sustainable and environmentally friendly products, which meet LEED requirements.

BEST-BACKEDSM WARRANTY PROGRAM

To bring it all together, MAPEI complements the industry's best products with simple, easy-to-understand requirements for comprehensive warranties — allowing you to build systems within desired warranty timeframes.

MAPEI's **advanced systems** give you the **built-in** confidence provided by superior in-field technical support and the **Best-BackedSM** warranties in the business.



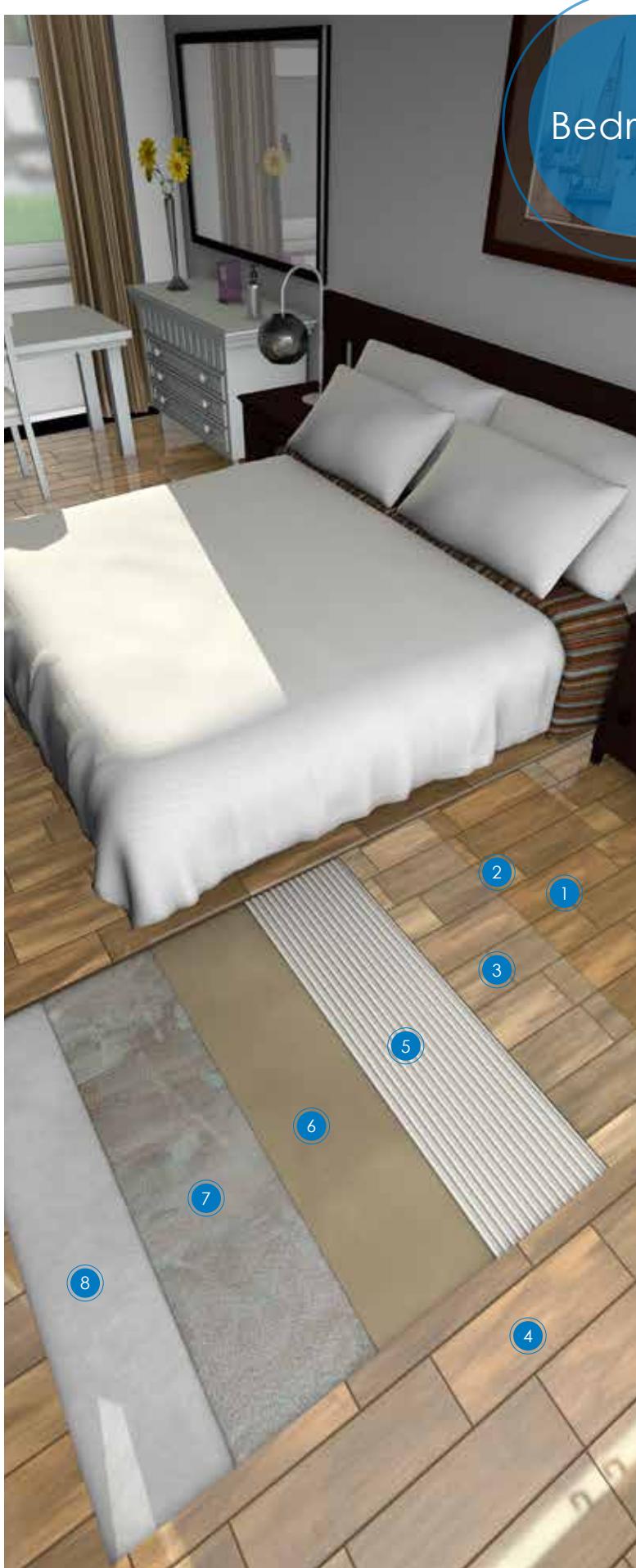


Kitchen

In the modern kitchen, blending a variety of tile and stone with different textures, types, sizes and substrates can make achieving your desired results cumbersome. MAPEI provides a broad base of products to overcome your challenges in creating and protecting your masterpiece – crack-isolation and sound-reduction membranes, standard and specialty mortars, stain-resistant grouts, sealers, finishes and maintenance solutions.

SAMPLE SYSTEM

- 1 **UltraCare™ Penetrating Plus SB Stone & Porcelain Tile Sealer**
- 2 **Kerapoxy® CQ** premium epoxy grout with color-coated quartz
- 3 Porcelain tile with marble appearance, approved for *Penetrating Plus SB*
- 4 **Ultraflex™ LFT™** premium, large-and-heavy-tile mortar with polymer (gray)
- 5 **Mapeguard® UM** underlayment membrane for ceramic tile and stone
- 6 **Ultraflex LFT** premium, large-and-heavy-tile mortar with polymer (gray)
- 7 Advantech Exposure 1 (OSB)



Bedroom

Nothing beats the beauty and glamour of a fine wood floor. MAPEI helps to keep it beautiful and protected from traffic as well as subfloor moisture with high-performance installation and finishing products.

SAMPLE SYSTEM

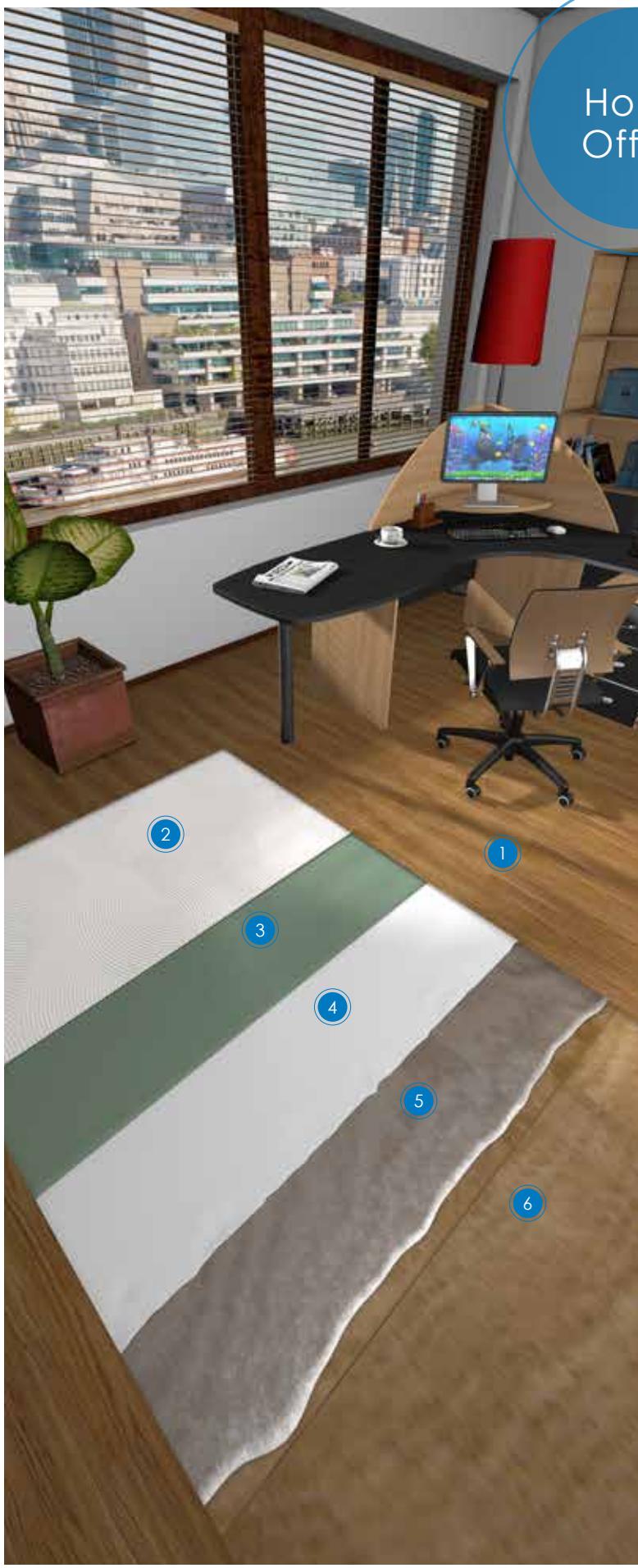
- ① **Ultracoat® High Traffic**
two-component, water-based polyurethane wood-flooring finish
- ② **Ultracoat Toning Base**
two-component, deep-tone sanding sealer and **Ultracoat Universal Base**
one-component sanding sealer
- ③ **Ultracoat Aqua Plus** sawdust admixture for crack filling of wood flooring
- ④ Engineered, unfinished walnut hardwood flooring
- ⑤ **Ultrabond ECO® 995** premium moisture-control, sound-reduction and wood-flooring adhesive
- ⑥ **Ultraplan® Extreme 2** weather-resistant, high-compressive-strength, self-leveling underlayment
- ⑦ **Primer T™** all-purpose primer for self-leveling underlays
- ⑧ Broom-finished concrete



The concept of the bathroom continues to evolve from sanctuary to a lush day spa ambiance, while the desire for the open concept finds this space flowing into the adjoining master suite. MAPEI offers a variety of products to complement your tile and stone design concepts for this space with installation solutions to meet the array of functions selected. Product categories include surface preparation, pre-sloped shower pans, linear drains, waterproofing/installation products, grouts, and care/maintenance products to deliver single-source system responsibility.

SAMPLE SYSTEM

- ① **MAPEI Flexcolor™ CQ** ready-to-use grout with color-coated quartz
- ② Porcelain tile
- ③ **MAPEI Ultralite™ Mortar** premium, lightweight mortar with polymer for large-and-heavy tile
- ④ **Mapelastic® AquaDefense** premium waterproofing and crack-isolation membrane and **Reinforcing Fabric** (at the seams)
- ⑤ **ShowerPerfect™ Pre-Sloped Panels**
- ⑥ **Ultraflex™ RS** premium, rapid-setting tile mortar with polymer
- ⑦ Plywood subfloor



Home Office

MAPEI offers many solutions for preparing all sorts of substrates to accept virtually any floor type including systems that offer U.L. fire-rated properties necessary in multi-unit housing projects. Trust MAPEI installation products for all your builder floor-covering installation needs.

SAMPLE SYSTEM

- ① Luxury vinyl plank
- ② **Ultrabond ECO® 373** universal pressure-sensitive multi-flooring adhesive
- ③ **Primer L™** advanced-technology, acrylic latex primer for concrete
- ④ **Planitex™ SL** self-leveling underlayment for gypsum and wood substrates
- ⑤ **Primer T™** all-purpose primer for self-leveling underlays
- ⑥ 3/4" (19 mm) APA and CANPLY approved underlayment



Patio

When the creature comforts of home are blended with the exterior environment of the outdoor patio living space, proper product selection is key for handling rigorous exposure to the elements. Premium products from MAPEI take the weather extremes in stride, delivering your project objective with the confidence of superior performance achieved with setting mortars, grouts, sealants and care/maintenance solutions from the same manufacturer.

SAMPLE SYSTEM

- 1 **UltraCare™ Enhancing Plus Stone Sealer**
- 2 **Ultracolor® Plus FA** rapid-setting, “all-in-one” grout replacement for sanded and unsanded grouts
- 3 **Mapesil™ T** 100%-silicone sealant for heavy traffic and movement joints
- 4 Natural stone
- 5 **Granirapid®** premium, rapid-setting, flexible tile mortar (white)
- 6 **Mapelastic® AquaDefense** premium waterproofing and crack-isolation membrane
- 7 **Mapeband™** rubber-coated waterproofing accessories
- 8 Concrete



Basement

Upgrading areas around the home is easy with MAPEI installation products. Basement conversions are a common project, but their original construction requires special consideration regarding subfloor moisture issues. MAPEI offers total moisture-mitigation system solutions that will keep your new basement firmly bonded and looking good for years to come.

SAMPLE SYSTEM

- ① VCT
- ② **Ultrabond ECO® 711** premium, clear, thin-spread VCT adhesive
- ③ **Planiprep™ SC** high-performance, fiber-reinforced skimcoating compound
- ④ **Primer T™** all-purpose primer for self-leveling underlays
- ⑤ **Planiseal® VS** alkali-resistant, epoxy moisture-reduction barrier
- ⑥ Rough concrete

Take MAPEI with you.

Download our free mobile app.



Whether you're using a smartphone or a tablet, you can quickly access the MAPEI information you need via the MAPEI app. Explore product listings, technical data sheets and more – and easily email the data to yourself or a colleague. The app also gives locations where MAPEI products are sold, MAPEI's grout color palettes, and easy links for MAPEI's technical support and customer care.

Get the app today at your online Android or Apple app store (search for "MAPEI").



Android and Apple are third-party trademarks.

 **MAPEI**[®]
ADHESIVES • SEALANTS • CHEMICAL PRODUCTS FOR BUILDING





The MAPEI Technical Institute (MTI) provides the highest-quality, basic product knowledge with demonstrations and hands-on training to architects, contractors, installers and distributors in 9 locations: Deerfield Beach (FL), San Bernardino (CA), Garland (TX), Dalton (GA), West Chicago (IL) and Swedesboro (NJ), all in the USA; and Laval (Quebec), Brampton (Ontario) and Delta (British Columbia), all in Canada.



MTI-TV product spotlights

The library of MTI-TV videos includes a series called Product Spotlights. Specific to a single MAPEI product, each Product Spotlight is designed as a quick (in three minutes or less), to-the-point video. Typically, these videos highlight how products are used and any special considerations that installers need to know.

A perfect example is our Product Spotlight on the *Ultralite™* mortars. These products are fantastic for reducing weight in installations but don't mix exactly the same as traditional mortars do. The video explains that installers need to mix these products until they wet out, thereby avoiding potential problems.

"MAPEI's Product Spotlights are one more way that we try to educate and inform our customers around the clock in a format that is easy to access for everyone," said Dan Marvin, Director of Technical Services.

For registration information on U.S. seminars, please contact Sophia D'Amico-Campbell at (954) 246-8555.

For registration information on Canadian seminars, please contact Marie-Christine Mercier at (450) 662-1212.



————— Keyword: MAPEI Americas ————

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