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* See Data Sheets 663.0 for complete product information. ** After final cure, at 70°F, 50% relative humidity
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Cowboys kick off new stadium built with LATICRETE made-in-the-USA products

Locally-manufactured setting materials – only six miles away – used for “America’s Team” project

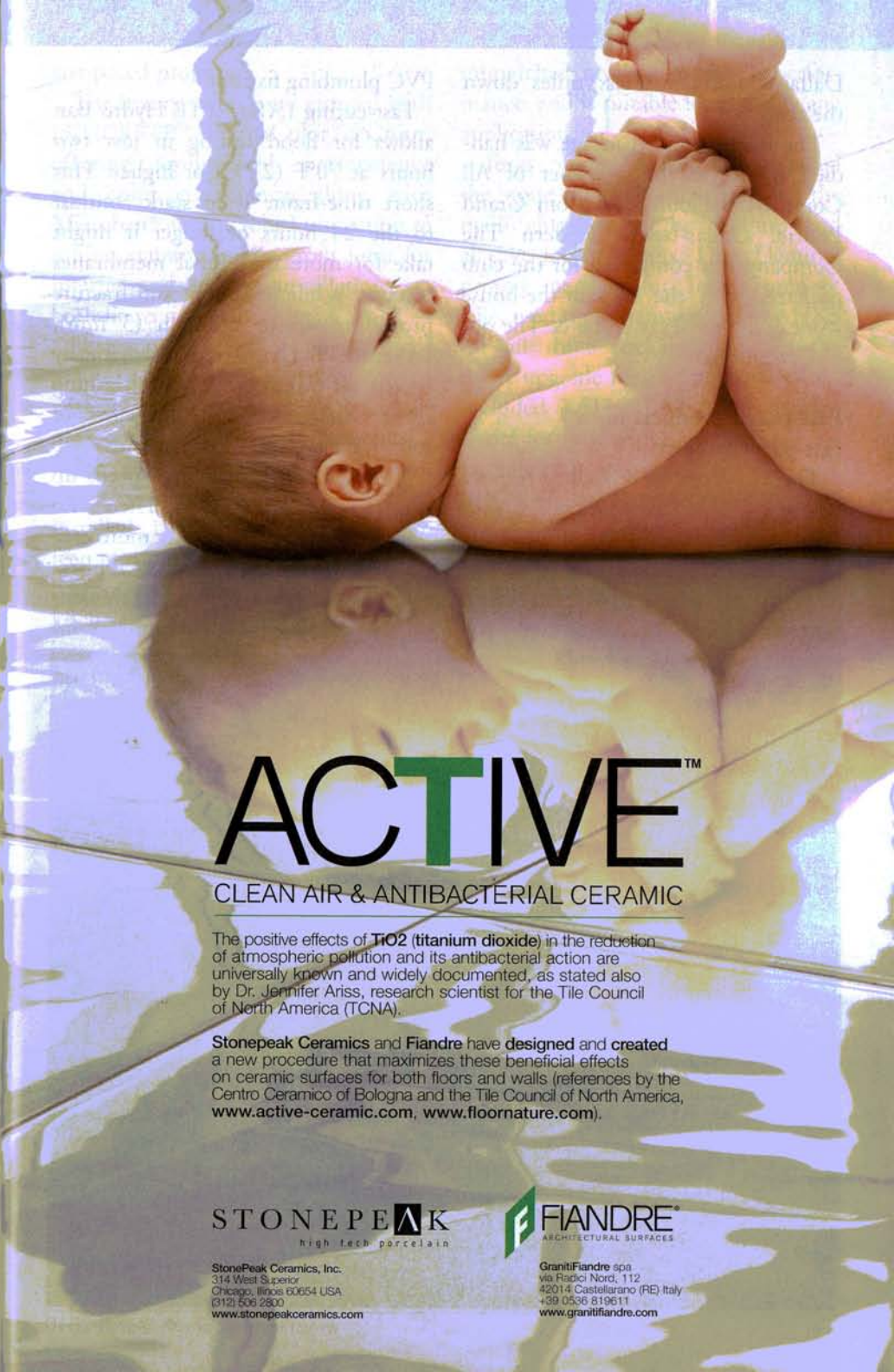
By Eric Carson

When HKS Sports & Entertainment Group wanted quality backed by peace of mind for the products specified for the Dallas Cowboy’s ambitious new pro football stadium in Arlington, Texas, the firm turned to LATICRETE®.

Provided with single-source responsibility and world-class materials backed by the LATICRETE System Warranty, HKS selected the 50-plus year manufacturer to supply the tile and stone installation materials for all three primary bid packages.

“The warranty on the system was great,” said Kevin Taylor, lead architect for HKS. “Single-source supply is always best. We’ve used LATICRETE before and the feedback has always been great.”

LATICRETE products are “Made in the USA” at seven strategic locations. In fact, the materials for the spectacular new home for “America’s Team” were manufactured in Grand Prairie,



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The positive effects of **TiO2 (titanium dioxide)** in the reduction of atmospheric pollution and its antibacterial action are universally known and widely documented, as stated also by Dr. Jennifer Ariss, research scientist for the Tile Council of North America (TCNA).

StonePeak Ceramics and Fiandre have designed and created a new procedure that maximizes these beneficial effects on ceramic surfaces for both floors and walls (references by the Centro Ceramico di Bologna and the Tile Council of North America, www.active-ceramic.com, www.floornature.com).

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Dallas County, just six miles down the road.

The luxury suites package was handled by Kevin Jones, owner of All Commercial Floors, also from Grand Prairie. Dallas-based Modern Tile Company was contracted for the club package, with the back-of-the-house work going to Texas Stone & Tile out of Carrollton.

Fast-paced products for a fast-paced project

The Cowboys' new facility features LATICRETE® Hydro Ban™, a thin, load-bearing, waterproofing and anti-fracture membrane that does not require the use of fabric in the field, coves, corners or other transitions, including metal and

PVC plumbing fixtures.

Fast-curing LATICRETE Hydro Ban allows for flood testing in just two hours at 70°F (21°C) or higher. This short time-frame is in stark contrast to the 24 hours or longer it might take for more traditional membranes to cure. While providing anti-fracture protection up to 1/8-inch (3 mm), LATICRETE Hydro Ban dramatically speeds up productivity while slashing labor costs, allowing contractors to submit far more competitive bids.

"LATICRETE Hydro Ban speeds up the process," said Jones. "There's no doubt about it. It's certainly more economical. It's an easier, quicker application and the labor required is tremendously less. It's the right product for



fast-paced projects."

The luxury suites were grouted with LATICRETE® PermaColor™ Grout, offering unmatched performance and color consistency, along with Microban® antimicrobial protection to inhibit staining in the grout joint for interior and exterior installations on both floors and walls.

"Everyone was really happy with the grout," Jones said. "The color looked great and it was very beneficial to us dealing with 1/16-inch or less grout joints."

For the over 300 luxury suites, All Commercial Floors installed 121,700 square feet of stone tiles in the bathrooms, hallways and kitchen areas. The majority of the suites were installed with 16x16-inch Serpeggiante Ondagata limestone tiles.

Leveling the playing field

The luxury suites required a self-leveling product and utilized LATICRETE 86 LatiLevel™ to produce a smooth and durable surface. LATICRETE Hydro Ban™ was applied in all wet areas, with stone installed using a premium multipurpose adhesive offering superior bond strength. Kevlar® reinforced, LATICRETE 255 MultiMax™ features

unmatched non-sag or slump performance, and is suitable for virtually any application.

Texas Stone & Tile was awarded the stone flooring installation for the main entrance to the stadium and all five locker rooms. Don Fleming, project manager for Texas Stone & Tile, used the system specified by HKS for all three packages. Besides the grout upgrade for the suites, the spec included LATICRETE 1500 Sanded Grout fortified with LATICRETE 1776 Grout Enhancer.



For the venue's upscale "365" entry, open year-round, Texas Stone & Tile installed 2,500 square feet of 12x24-inch Basaltina limestone as the flooring. LATICRETE Hydro Ban was applied and the tiles were again set with LATICRETE 255 MultiMax.

Texas Stone & Tile moved on to the five locker rooms, including the spacious area for the Cowboys' players, using the very same lineup of LATICRETE products to install 12x12-inch porcelain tile for the entranceway walls. Beyond the carpeted main room, Techno Quartz, unique stone-look porcelain, was used in a 6x6-inch format for the floors in the toilet and vanity areas. The same Techno Quartz tile in a 3x3-inch format was used for the floors in the showers. All the walls in this section were installed with 4.5x4.5-inch Arctic White porcelain tiles from the Daltile Semi-Gloss series.

Installed without a wrinkle

Texas Stone & Tile applied LATICRETE Hydro Ban in all the showers and the floors in the toilet area. This innovative product allowed Fleming's crew to quickly address the many plumbing fixtures in each the locker room without having to wrangle with fabric.

"LATICRETE has quality products," Fleming said. "LATICRETE Hydro



Ban increases our efficiency and allows us to bid more competitively when we price with it."

Modern Tile Company, led by Clint Bunch, president, earned the club area package. It installed LATICRETE products on the concession area walls and the 38 public restrooms on this level.

For the concession walls, Modern Tile installed 7,000 square feet of 12x12-inch glass tiles over backerboard, highlighting the versatility of LATICRETE 255 MultiMax, again providing unmatched non-sag performance, this time for non-porous glass tiles.

"It would have been extremely difficult for a standard thin-set to work in that area," said Bunch. "I've been

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doing this for 35 years and think it was the right system for the job.”

The concrete substrate for each bathroom floor required LATICRETE 86 LatiLevel to ensure a level base for tiling. LATICRETE Hydro Ban was applied on the floors, and 12x12-inch porcelain field tiles were set on the floors and walls with LATICRETE

255 MultiMax.

The Dallas Cowboys joined professional football in 1960, four years after LATICRETE began marketing entirely new materials and methods for the installation of tile and stone. The long histories of both organizations are marked with great success developed through winning formulas.



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