



Concrete & Plaster Bonding Systems - Worldwide Since 1952

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## FOR IMMEDIATE RELEASE

### Larsen Products Trusted Source for Nearly 60 Years

JESSUP, MD, June 7, 2011— Over half a century of industry knowledge and experience has been poured into Larsen Products bonding agents. Larsen Weld-Crete® concrete bonding agent and Plaster-Weld® plaster bonding agent have been specified by major architects, engineers, and construction companies internationally, ever since their inception in 1952.

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As they near their 60<sup>th</sup> Anniversary, Larsen Products prides itself on their reliability, consistency, and overall quality in their products. Larsen Products' Weld-Crete® and Plaster-Weld®, are two of the highest quality bonding agents the industry has to offer; ideal for high performance bonding of cementitious material direct to structural surfaces and are known industry-wide for their trademark pink and blue color.

Weld-Crete®, bonds new concrete, stucco, tile setting beds, and terrazzo to any structural surface, be it on the interior or exterior. Weld-Crete's® open time lets you bond to concrete shear walls when needing a time lapse between the application of the bonding agent, the placement of reinforcement steel, placement of formwork, or the placement of concrete. Weld-Crete® combines polyvinyl acetate homopolymer in a patented formation to flawlessly bond new concrete and cementitious mixes to structurally sound concrete floors, walls, columns, beams, steps, and ramps. Conveniently, Weld-Crete® can be "painted on" in a single application for a wide range of time-lapses; whether it's one hour prior to concrete placement or ten days prior to placement, Weld-Crete® will be ready to bond on your schedule. Weld-Crete® can also be used for bonding setting beds to ceramic tile, bonding Portland cement plaster and stucco mixes; and to bond to surfaces such as brick, block, tile, marble, metal, glass block, soundly adhered paint, and silicone. For more information on Weld-Crete®, please visit: <http://www.larsenproducts.com/weldcrete.php>

The second product, Plaster-Weld®, is a high quality-bonding agent that bonds new plaster to any clean, structurally sound, interior surface. Larsen Products produces its patented formulation incorporating polyvinyl acetate homopolymer to result in a revolutionary bonding agent, designed exclusively for interior use. Plaster-Weld® specializes in high performance bonding of one to three-coat plasters to concrete ceilings, walls, columns, beams, and other structurally sound surfaces. Plaster-Weld® prepares the surface to allow you to plaster directly to concrete over electric radiant heat cable and to bond cement mortar beds to smooth concrete for installation of rigid foam insulation. Finally, Plaster-Weld® can be used over paints having oil, rubber, or vinyl bases, and over silicone-treated surfaces, as well as latex paints. For more information on Plaster-Weld®, please visit: <http://www.larsenproducts.com/plasterweld.php>

In addition to being used industry-wide, Larsen Products bonding agents have been prominently featured on This Old House, Extreme Makeover: Home Edition and used repeatedly on the construction of movie and TV sets.

For more information on Larsen Products, please visit: [www.larsenproducts.com](http://www.larsenproducts.com) or call (800) 633-6668.

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