

NEW PRODUCT INTRODUCTIONS

LATICRETE INTRODUCES STRATA_HEAT™

LATICRETE has recently announced the addition the STRATA_HEAT™ floor heating system to their line of products

"Consisting of a high performance floor heating wire, an uncoupling mat, a Wi-Fi enabled thermostat and the world's first heat conductive thin-set additive – the system provides you with the most advanced and efficient floor heating system for your next installation."

- Uniformity and energy efficiency all in one floor heating system
- Highest quality floor heating installation available

LATICRETE also offers a tool on their website to help you design the space for your heated floors. Find their free, simple to use floor warming layout tool at <https://laticrete.com/en/our-products/tile-and-stone-installation/strata-heat/floor-warming-room-design-tool>.

For more information on StrataHeat or any of their other products, visit their website at www.laticrete.com.



DISCONTINUED PRODUCTS

LATICRETE has discontinued a number of products effective March 1, 2018. These include:

Current Floor Heat Mat, Kits & Wires (replaced with Strata_Heat)

Plasma Grout in all colors (use SpectraLock as a replacement)

Adhesives:

- 101 Rapid Latex Admix (Replacement: 4XLT Rapid)
- 211 Powder (50lb White)
- 253 Gold (25lb Grey)
- 8500 Glass Block Mortar

Hydroban Preformed Bench 11.5x11.5x20 & Hydroban Preformed Shelves: triangle (7x7, 9x9 & 11x11) & 9x9 Convex.

For more information on any of these products, or which products should be used as a replacement, please give us a call at 716-662-4441 or stop by the contractor's desk.



NOW AVAILABLE!

The Belknap White Group is pleased to announce that we have brought back PERMABASE® Cement Boards as part of our product offering.

We are now stocking 3'x5' boards in both 1/4" and 1/2" thicknesses.

To welcome this product back into the BWG line of products, we are offering special pallet prices on both the above stocked items. For more information, or pricing on these products, please call us today!

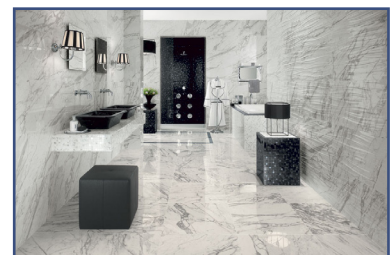


LOWER PRICING!

We have lowered our pricing on a handful of popular products available from Atlas Concorde including:.

- Brave 12x24
- Marvel: 12x24 & 24x24- polished & unpolished
- Marvel Pro: 12x24- polished & unpolished

Stop by our showroom today to see if these are right for your next project- and save a little money, too!



THE QUALITY COLLECTION OF CERAMIC TILE

LATICRETE PRICE INCREASE

Effective March 5, 2018, Laticrete implemented a price increase on most of their products.

For more information, or to get copies of the updated price list, please contact our office at 716-662-4441.



We would love to connect with you and your business on Facebook!

Please take a moment to visit and Like our [facebook page](#) to keep up with new products, upcoming educational opportunities and all things Tiles International!

We would also love to share your installation photos. Please email us pictures of your completed jobs to socialmedia@belknapwhite.com so we can include them on our page!



Words of Wisdom

A man without a smiling face must not open a shop.

~ Chinese Proverb

REMINDER:

Price Lists featuring New AMERICAN OLEAN & MARAZZI products are now available.

Please contact us at 716-662-4441 or by email at buffalo@belknapwhite.com if you would like a copy emailed to you.



AMERICAN OLEAN®



MARCH Schedule

We're OPEN SATURDAYS- 9:00 a.m.- 2:00 p.m. (Unless Otherwise Noted)

American Olean, Marazzi, Florim and Atlas Concorde orders arrive on the Transfer Truck from Belknap White. Cut off is noon the day prior to receiving the truck.

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
26 <ul style="list-style-type: none"> CUT OFF FOR 3/5 CROSSVILLE T/L CROSSVILLE T/L 	27 Buffalo/Lockport Delivery	28 Jamestown/Olean/Erie Delivery <ul style="list-style-type: none"> TRANSFER TRUCK 	1 Rochester Delivery	2 Buffalo/Niagara Falls Delivery <ul style="list-style-type: none"> FLORIDA T/L TRANSFER TRUCK
5 Elmira/Corning Delivery <ul style="list-style-type: none"> CUT OFF FOR 3/12 CROSSVILLE T/L CROSSVILLE T/L 	6 Buffalo/Lockport Delivery Demonstration	7 Jamestown/Olean/Erie Delivery <ul style="list-style-type: none"> TRANSFER TRUCK 	8 Rochester Delivery	9 Buffalo/Niagara Falls Delivery <ul style="list-style-type: none"> CUT OFF FOR 3/16 FLORIDA TILE T/L TRANSFER TRUCK
12 <ul style="list-style-type: none"> CUT OFF FOR 3/19 CROSSVILLE T/L CROSSVILLE T/L 	13 Buffalo/Lockport Delivery	14 Jamestown/Olean/Erie Delivery <ul style="list-style-type: none"> TRANSFER TRUCK 	15 Rochester Delivery Demonstration	16 Buffalo/Niagara Falls Delivery <ul style="list-style-type: none"> FLORIDA T/L TRANSFER TRUCK
19 Elmira/Corning Delivery <ul style="list-style-type: none"> CUT OFF FOR 3/26 CROSSVILLE T/L CROSSVILLE T/L 	20 Buffalo/Lockport Delivery	21 Jamestown/Olean/Erie Delivery <ul style="list-style-type: none"> TRANSFER TRUCK 	22 Rochester Delivery	23 Buffalo/Niagara Falls Delivery <ul style="list-style-type: none"> CUT OFF FOR 3/30 FLORIDA TILE T/L TRANSFER TRUCK
26 <ul style="list-style-type: none"> CUT OFF FOR 4/2 CROSSVILLE T/L CROSSVILLE T/L 	27 Buffalo/Lockport Delivery	28 Jamestown/Olean/Erie Delivery <ul style="list-style-type: none"> TRANSFER TRUCK 	29 Rochester Delivery	30 Buffalo/Niagara Falls Delivery <ul style="list-style-type: none"> FLORIDA T/L TRANSFER TRUCK

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