

COMPETITOR PRODUCT CROSS REFERENCE GUIDE

Flooring Preparation & Installation Products



Products			CUSTOM	Laticrete	Mapei	Merkrete	Tec	Bostik	Ardex
Surface Preparation	Self Leveling Underlayments	Lightweight SLU	LevelLite® High Performance Self-Leveling Underlayment		UltraPlan Lite		Level Set® LW-60 Ultra-Lightweight Self-Leveling Underlayment		
		Premium SLU	LevelQuik® RS Rapid Setting Self-Leveling Underlayment	NXT Level Plus	UltraPlan 1 Plus	Underlay Gold	Level Set 300/EZ Premium Self Leveing Underlayment Fiber Reinforced/ Smooth Start™ Self Leveling Underlayment	SL-150™ Fast Setting Self Leveling Underlayment & SL-Rapid	ARDEX Liquid Backerboard Self-Leveling Underlayment for Interior Wood and Concrete Subfloors
		Economical SLU	LevelQuik® ES Extended Setting Self-Leveling Underlayment	NXT Level	Novoplan 2 Plus	Underlay SLU/RS	Level Set 200/ Deep Pour 3 Self Leveling Underlayment Contractor Grade Self Leveling Underlayment	SL-100™ Contractor-Grade Self Leveling Underlayment	ARDEX TL 1000™ Self-Leveling Underlayment
	Primers	Acrylic Primer	LevelQuik® Latex Primer	NXT Primer	Primer L/T	Self Leveling Primer		SL PRIMER	ARDEX P 51™ Primer
		Multi-Surface Primer	MBP Multi-Surface Bonding Primer	Prime N Bond	Eco Prim Grip	626 Primer	Multipurpose Primer	UNIVERSAL PRIMER™ PRO	ARDEX P 82™ Ultra Prime
	Patching & Finishing	Skim Coat	SpeedFinish™ Patching and Finishing Compound	NXT Skim	Planiprep FF/SC	ProPatch AL 1	Feather Edge Skim Coat	ULTRAFINISH™ PRO	ARDEX FEATHER FINISH® Self-Drying, Cement-Based Finish Underlayment
		General Patch	Skim Coat & Patch Cement Underlayment	NXT Patch	Planipatch	ProPatch Plus	PerfectFinish™ Skim Coat	WEBCRETE® 95/98	ARDEX TL PATCH® Tile Leveler Underlayment Patch and Skimcoat
		Additive	Patching Latex Additive	NXT Embossing Admix	Planipatch Plus		Patch Additive	425/Flex-a-Lastic	ARDEX E 25 Resilient Emulsion
		Bedding Mortar	CustomFloat Bedding Mortar	209 Floor Mud	Topcem Premix		Floor Mud	MUD-IN-A-BAG™	ARDEX EB 2™ Fast Setting Screed Cement
		Sloping Mortar	SpeedSlope® Rapid Setting Sloping Mortar	3701 Fortified Mortar Bed	Mapecem QuickPatch	Underlayment C	Fast-Set Deep Patch	ULTRARAMP™	ARDEX AM 100 Rapid Set Pre-Tile Smoothing and Ramping Mortar
				3701 Lite/RS					
	Board	Backerboard	1/4" & 7/16" Wonderboard® Lite Backerboard	HydroBan Board					
		Shower Board		HydroBan Board					

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Waterproofing and Crack Isolation	Liquid Membranes	Waterproofing & Anti-Fracture	RedGard® Waterproofing and Crack Prevention Membrane A118.10, A118.12	HydroBan A118.10, A118.12	Mapelastic Aqua Defense A118.10, A118.12	Hydro Guard 1 A118.10, A118.12	HydraFlex™ Waterproofing Crack Isolation Membrane A118.10, A118.12	GOLDPLUS™ Latex Waterproofing & Anti-fracture Membrane A118.10, A118.12	ARDEX 8+9™ Rapid Waterproofing and Crack Isolation Compound A118.10, A118.12
				HydroBarrier A118.10, A118.12	WaterStop (Daltile Only) A118.10, A118.12	Hydro Guard SP-1 A118.10, A118.12	Triple Flex Waterproofing Crack Isolation Membrane A118.10, A118.12	ULTRA-SET ADVANCED Waterproofing, Sound Reducing & Anti-fracture Membrane A118.10, A118.12	ARDEX SK 175TM Waterproofing Membrane and Vapor Retarder for Tile & Stone Installations (Fabric) A118.10
					Mapelastic HPG A118.10, A118.12		Waterproofing and Crack Prevention Membrane A118.10, A118.12		
			Custom® 9240 Waterproofing and Anti-Fracture Membrane A118.10, A118.12	9235 Waterproofing w/ Fabric Membrane A118.10, A118.12	Mapelastic Aqua Defense w/ Fiberglass A118.10, A118.12	Hydro Guard 2000/BFP Membrane A118.10, A118.12		BLACK-TOP™ Waterproofing & Anti-fracture Membrane A118.10, A118.12	ARDEX SK MESH™ - use with 8+9
		Rapid Setting Waterproofing	RedGard® SpeedCoat® Rapid Curing Waterproofing Membrane A118.10						
		Anti-Fracture	FractureFree™ Crack Prevention Membrane A118.12	Blue 92 Anti-fracture w/ Fabric Membrane A118.12	Mapelastic CI A118.12	Fracture Guard FD A118.12	Roll-On Crack Isolation Membrane A118.12		
	Mat	Anti-Fracture	Crack Buster Pro Crack Prevention Mat Underlayment A118.12, A118.13	Fracture Ban A118.12, A118.13	Mapesound 90 A118.12, A118.13	Sound Shield PNS 40	Flex-Guard/Crack Isolation Sheet Membrane A118.12, A118.13		ARDEX DS 70 Acoustic Mat A118.12, A118.13
							Speed-Flex Crack Isolation System A118.12		
		Uncoupling Mat	RedGard® Uncoupling Mat A118.10, A118.12	Strata Mat A118.12	Mapeguard® UM A118.10, A118.12				ARDEX UI 720™ FLEXBONE® Floating Uncoupling Membrane A118.12
									ARDEX UI 740™ FLEXBONE® Uncoupling Membrane A118.10, A118.12
		Sound Control	EasyMat® Tile & Stone Underlayment A118.12, A118.13	170 Sound & Crack Isolation Mat A118.12, A118.13	Mapesonic 2 A118.12, A118.13	Sound Shield PNS 40	Crack Isolation Sheet Membrane A118.12, A118.13		ARDEX DS 70 Acoustic Mat A118.12, A118.13
		Waterproof Fabric Membrane		HydroBan Sheet Membrane A118.10	Mapesonic RM A118.12, A118.13	Sound Shield PNS 90			
					Mapesonic WP 200 A118.10, A118.12				Ardex SK 175 A118.10

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Setting Material	Mortar	Large Format Tile Mortars	MegaLite® RS Ultimate Rapid Setting Crack Prevention Large Format Tile Mortar A118.15TE(F), A118.11		Granirapid System - rapid setting		IsoLight™ - Lightweight 1/8" Crack Isolation Mortar A118.15TE, A118.11		Ardex S 28 MICROTEC Rapid-Set, Rapid-Dry, Super-Format Tile Mortar A118.15TEF, A118.11
			ProLite® RS Premium Rapid Setting Large Format Tile Mortar A118.15TE(F), A118.11	257 Titanium A118.15, A118.11	Keraflex™ Super A118.15HTE, A118.11	820 Merlite A118.4, A118.11	3N1® Performance Mortar (Fast Set) A118.15TE(F), A118.11	STONEWALL™ High Performance & Non-Sag Mortar A118.4E, A118.11	Ardex X 77 MICROTEC Fiber Reinforced Tile & Stone Mortar A118.4TE, A118.11
				TriLite A118.15TE, A118.11	UltraLite™ A118.15TE, A118.11	855XXL A118.4, A118.11			ARDEX X 32™ MICROTEC® Universal Rapid Setting and Drying Thin-to-Thick Bed Mortar A118.4TEF, A118.11
				4-XLT / A118.15TE(F), A118.11 4-XLT Rapid /A118.4T(F), A118.11	Ultraflex LFT (Rapid) A118.15TE(F), A118.11				
				Select-Bond™ A118.15H*, A118.11 *w A118.15 kit	Ultralite™ S1 Quick A118.15TF, A118.11				
				MultiMax Lite A118.15, A118.11					
				255 MultiMax A118.4, A118.11	Ultralite™ S2 A118.15E, A118.11				
			Complete Contact-LFT Premium Rapid Setting Large Format Tile Mortar A118.15F, A118.11	SURE SET™ A118.4, A118.11	Ultracontact (RS) A118.4(F), A118.11	856 XLF A118.4, A118.11	Full Contact Mortar A118.4, A118.11		ARDEX X 78™ MICROTEC® Semi-Pourable Tile and Stone Mortar A118.4, A118.11
							Ultimate 6 Plus Mortar A118.4TE, A118.11		ARDEX FB 9 L™ Pourable ShearFlex® Mortar A118.4, A118.11
			Natural Stone & Large Tile Premium Large Format Tile Mortar A118.4, A118.11	220 Marble & Granite A118.4, A118.11			Ultimate Large Tile Mortar (Fast Set) A118.4T(F), A118.11	BIG TILE & STONE™ Large & Heavy Tile Mortar A118.4, A118.11	
			VersaBond®-LFT Professional Large Format Tile Mortar A118.4, A118.11	Select-Bond™ A118.4H(TF)*, A118.11 *Achieved using optional Non-Sag and Rapid Set Kits	Ultraflex LHT A118.4HTE, A118.11		PermaFlex® 300 LHT Mortar A118.4, A118.11 (with additive)	BOSTIK LARGE FORMAT FLOOR™ A118.4, A118.11	ARDEX X 5™ Flexible Tile and Stone Mortar A118.4, A118.11
					Ultralite™ Pro A118.4HTE, A118.11				
			MultiSet LFT Large Format Tile Mortar A118.4	LHT™/Plus A118.4, A118.11 LHT w/additive, LHT Plus w/o additive	Ultraflex LHT® SG A118.4HTE, A118.11 (w/additive)	720 Marble Pro (RS and Dustless) A118.4, A118.11			
					Ultraflor/Plus A118.4, A118.11 (with additive)				

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Setting Material	Mortar	General Purpose Mortars	Porcelain Tile Fortified Thin-Set Mortar A118.15E, A118.11	254 Platinum A118.15E, A118.11	Porcelain Tile Mortar A118.4E, A118.11		Full Flex® Premium Thin Set Mortar A118.4, A118.11	SINGLE-FLEX® Premium Multi-Purpose Thin Set Mortar A118.4, A118.11	
			VersaBond® Professional Fortified Thin-Set Mortar A118.4, A118.11	253 Gold A118.4, A118.11	Ultraflex 2 A118.4, A118.11	710 Premium Set Plus A118.4, A118.11	Sturdi Flex™ Thin Set Mortar A118.4, A118.11	BOSTIK PM™ Multi-Purpose Thin Set Mortar A118.4, A118.11	ARDEX X 7 Plus™ High Yield Mortar A118.4
			VersaSet® Economical Thin-Set Mortar A118.4, A118.11	252 Silver A118.4, A118.11	Ultraflex1 A118.4, A118.11	705 Pro Set Plus (incl. Dustless) A118.4, A118.11	Sturdi Light Lightweight Thin Set Mortar A118.4, A118.11		
			MultiSet Economical Thin-Set Mortar A118.4, A118.11 (with additive)		Ker 111 A118.4	703 Professional Grade A118.4, A118.11			ARDEX X 4™ Tile & Stone Mortar A118.4, A118.11
		Specialty Mortars	FlexBond® Premium Crack Prevention Thin-Set Mortar A118.15TE, A118.11	254 Platinum (Rapid) A118.15E, A118.11	Ultraflex 3 A118.15TE, A118.11	735 Premium Flex A118.4, A118.11	Super Flex™ Ultra-Premium Thin Set Mortar A118.15TE, A118.11	REFLEX® Ultra Premium Thin Set Mortar A118.4, A118.11	
			SpeedSet™ Professional Rapid Setting Thin-Set Mortar A118.4F, A118.11	253 Gold (Rapid) A118.4(F), A118.11	Ultraflex RS Rapid Setting Tile Mortar A118.15F, A118.11	808 SC A118.4, A118.11	1Flex Crack Isolation Mortar A118.15E, A118.11		
			Glass Tile Premium Thin-Set Mortar A118.15TE, A118.11	Glass Tile Adhesive A118.15T, A118.11	Mosaic & Glass Tile Mortar A118.4, A118.11	Integra All-in-one, A118.4	Quik Flex® Accelerated Thin Set Mortar A118.4F, A118.11	SINGLE-FLEX® FS Fast Setting Premium Multi-Purpose Thin Set Mortar A118.4F, A118.11	ARDEX X 7 R™ Rapid Set, Flexible Tile and Stone Mortar A118.4F
			Thick Bed Bonding Mortar (Canada Only)	226 Thick Bed Mortar	Adesilex P10 A118.4, A118.11 (with additive)		Fast Set Mortar A118.4F, A118.11		
		Other Mortars						GLASS-MATE™ Glass Tile Mortar A118.4, A118.11	ARDEX S 48™ Rapid-Set Mortar / Mastic Hybrid A118.4TEF, A118.11
						7D10 Dust Less A118.4, A118.11	Glass Block Mortar	BOSTI-SET Thin Porcelain Tile Adhesive and Sound Reduction Membrane	ARDEX X 90 OUTDOOR™ A118.15TE(F), A118.11
						831 Water Resistant A118.4, A118.11			
						200/211 System A118.4			

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Setting Material	Specialty Mortars	Non-Modified Mortars	CustomBlend® Economical Non-Modified Thin-Set Mortar A118.4, A118.11 (with additive)	272 Premium Floor & Wall Tile A118.4, A118.11 (with additive)	Keraflor/Keraset/Uncoupling Membrane Mortar A118.4 (with additive), A118.11 (with additive)	700 Premium Set A118.4(with additive), A118.11 (with additive)	PermaSet® 200 Flooring Mortar A118.4 (with additive), A118.11 (with additive)	TILE-MATE® FLOOR & WALL A118.4(with additive), A118.11 (with additive)	
			PremiumPlus® Standard Thin-Set Mortar A118.1, A118.11 (with additive)	317 Floor & Wall A118.1, A118.11 (with additive)	Kerabond/T A118.1, A118.11 (with additive)		Full Set Plus A118.4 (with additive), A118.11 (with additive)	DITRA-SET™ A118.1	
					KeraSet		Uncoupling Membrane Mortar A118.4(with additive), A118.11 (with additive)	Porcelain-Mate A118.4 (with additive)	
	Admix	Mortar Admix	Thin-Set & Mortar Admix	3701 Mortar Admix	Keraply	150 Latex Admixture	AcrylBond® AMA Additive	Flex-A-Lastic Acrylic Mortar Admixture	Ardex E 90 Tile and Stone Mortar Enhancer
				4237 Extreme Temperature Admix	Keracrete	442 Tuff Flex		1900 Epoxy Grout & Mortar Admixture	
				333 Super Flexible Admix	Keralastic	Burst Accelerator		425 Multi-Purpose Acrylic Latex Admixture	
				101 Rapid Latex Admix					
	Adhesives	Gauged Porcelain Tile			Ultrabond ECO® GPT			Bosti-Set	
		General Purpose Adhesives	OmniGrip® Premium Lightweight Tile Adhesive A136.1	125 Tri Max			Double Duty™ Plus Ceramic Tile Adhesive A136.1		
			AcrylPro® Professional Tile Adhesive A136.1	125 Sound and Crack Adhesive A118.12	Type 1 A136.1	136 Surestik A136.1	Type 1 Mastic A136.1	D-2001® ULTRA-PREMIUM™ Superior Performance Mastic A136.1	ARDEX D 14™ Type 1 Premixed Tile Adhesive (Mastic) A136.1
			ReliaBond® Professional Tile Adhesive A136.1	15 Premium Mastic A136.1	KER 909 A136.1		Ultimate Premixed Mortar A136.1	MULTI-PURPOSE™ Floor & Wall Mastic A136.1	
			T1-60™ Economical Tile Adhesive A136.1	9 Mastic A136.1			Ceramic Tile Adhesive A136.1	PROFESSIONAL GRADE™ Ceramic Tile Mastic A136.1	
	Epoxy	Epoxy Mortar	EBM-Lite™ Premium Epoxy Bonding Mortar A118.3	Latapoxy 300 A118.3	Kerapoxy 410 A118.3	ProEpoxy A118.3			
				Latapoxy® Biogreen™ 300 A118.3, Greenguard cert					

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Grout	Ready-to-Use Grout	Single-Component Grout	Fusion Pro® Single Component® Grout	SpectraLock 1	Flexcolor CQ		Tec InColor	TRUCOLOR® RAPIDCURE™ / Quartzlock 2			Chromaflex
			Fusion Pro® Single Component® Grout Designer Series		Flexcolor 3D		Design FX® grout	DIMENSION® RAPIDCURE™			
	Cement Grout	High Performance Cement Grout	Prism® Ultimate Performance Grout A118.7	Permacolor Select / Permacolor Select NS A118.7	UltraColor Plus FA MAX A118.7	Versatile Color A118.7	TEC PowerGrout/AccuColor Plus A118.7	HYDROMENT® VIVID™ A118.7			
			Polyblend® PLUS Sanded Grout A118.7	Permacolor A118.7	UltraColor Plus FA A118.7	ProGrout A118.7			Ardex FL Rapid Set, Flexible Sanded Grout A118.7		Ac-cent Sanded A118.7
			Polyblend PLUS Non-Sanded Grout A118.6			XF Grout A118.7					Ac-cent Non-Sanded A118.7
		Standard Performance Grout	Polyblend® Sanded Grout A118.6	1500 Sanded Grout A118.6	Keracolor S A118.6	DuraColor Sanded Grout A118.6	AccuColor® Premium Sanded Grout A118.6	HYDROMENT® SANDED A118.6	Ardex FH Sanded Floor and Wall Grout A118.6	XtraColor Grout A118.6	AR Sanded Grout A118.6
			Polyblend® Non-Sanded Grout A118.6	1600 Non-Sanded Grout A118.6	Keracolor U A118.6	DuraColor Non-sanded Grout A118.6	AccuColor® Premium Unsanded Grout A118.6	HYDROMENT® UNSANDED A118.6	Ardex FG-C MICROTEC Unsanded Grout A118.6		Dry Tile Grout A118.6
	Epoxy	Epoxy Grout	CEG-Lite™ 100% Solids Commercial Epoxy Grout A118.3	SpectraLock Pro/ Premium/Dazzle A118.3	Kerapoxy CQ A118.3	Pro Epoxy A118.3	AccuColor EFX® Epoxy Special Effects Grout A118.3	EZPOXY™ EZCLEAN™ A118.3	Ardex WA High Performance 100% Solids Epoxy Grout and Adhesive A118.3		EPOXYPLUS A118.3
		Industrial Grade Epoxy Grout	CEG-IG™ Industrial Grade Epoxy Grout A118.3	SpectraLock Pro IEG A118.3	Kerapoxy IEG CQ A118.3						
	Caulk & Sealant	Silicone Sealant	Commercial 100% Silicone Sealant	LATASIL™	Mapesil T		AccuColor 100® 100% Silicone Sealant	PURE SILICONE™	Ardex SX 100% Silicone Sealant		
		Caulk	Sanded Ceramic Tile Caulk	Premium Acrylic Caulk	Keracaulk S	Colored Caulking	AccuColor® Siliconized Sanded Acrylic Caulk	TUB & TILE CAULK	Ardex Flex Caulk		Tub and Tile Caulk
			Non-Sanded Ceramic Tile Caulk	Premium Acrylic Caulk	Keracaulk U	Colored Caulking	AccuColor® Siliconized Unsanded Acrylic Caulk				
	Colorant	Grout Colorant	AMI Grout Colorant / Grout Renew		UltraCare Grout Refresh	Revive Grout Stain and Sealer	Grout Colorant		Ardex GCS Grout Colorant and Sealer		Ac-cent Colorant
	Additive	Grout Additive	Stainblocker for Grout	1776 Grout Enhancer	Grout Maximizer	150 Latex Additive	Acrylic Grout Additive	425 Multipurpose Acrylic Admixture			Latex Bond Admix 200
						Burst Add-A- Pack					Latex Bond Admix 150

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