

## MASONRY VENEER INSTALLATION SYSTEM (MVIS) BY LATICRETE FREQUENTLY ASKED QUESTIONS

### 1. What is MVIS?

MVIS (Masonry Veneer Installation System) is a system of LATICRETE products when used in accordance with written instructions provides the owner with a warranted solution for the installation of thin brick, manufactured stone, natural stone, and other thin veneer products. Most installed veneers weigh 15 pounds per square foot or less.

MVIS was designed to create an easy way to install exterior veneer. With over 50 years of setting industry standards with waterproofing and polymer cement technology, Laticrete offers an installation system that provides a permanent solution to adhering natural & manufactured stone, thin brick and other products to vertical and horizontal substrates.

### 2. What's wrong with the methods traditionally used to install thin adhered veneers?

While there have been many examples of success using the traditional method. The traditional method of felt paper, metal lath, scratch coats, and Type S / N mortars are not engineered as part of a complete wall system.

- Limited or no installation warranties.
- Water resistant barriers are compromised causing water intrusion into the system.
- Low bond strength adhesion values of traditional mortars result in delamination.
- Lack of freeze/thaw durability.
- Field mixed products lead to inconsistencies in mix ratios.



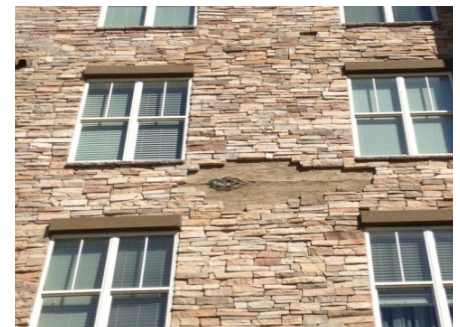
**Example of Traditional System**



**Water Intrusion**



**Delamination of Stone**



**Adhesion Failure**

### 3. What advantages does MVIS offer?

- 15 year labor and materials warranty over steel or wood framed construction.
- 25 year labor and materials warranty over masonry & concrete construction.
- Superior adhesive mortars with six times the bond strength of traditional mortars.
- Fully monolithic and load-bearing waterproof membrane.
- Faster and more economical system using factory ready to use products.
- Mortars provide non-sag – easily adjustable qualities producing easier installation.
- Many, many more....



#### 4. Is the MVIS system more expensive than traditional systems?

No. While MVIS individual products typically cost more per SKU than their counterparts, the systems are not comparable in terms of total installation cost. In most cases the installed cost is actually less with MVIS.

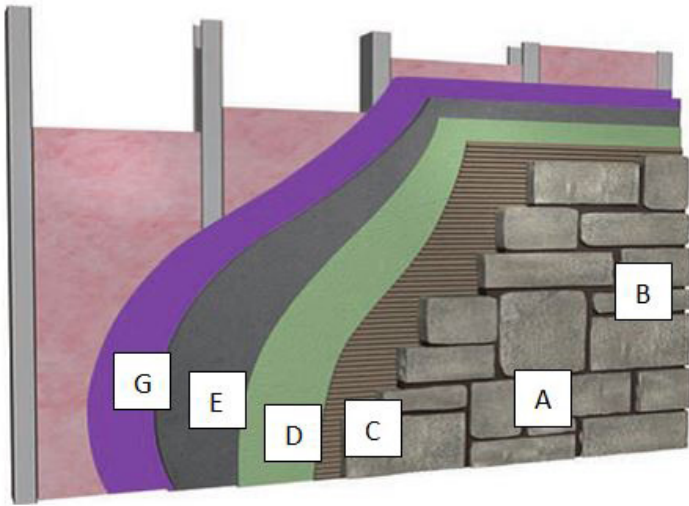
- Installation of cement backer board is faster and less expensive than a lath with scratch & brown coat method, saving both labor and material costs.
- Traditional systems often use much more product due to waste inconsistent jobsite mixing.
- MVIS mortars offer faster installation of adhered veneer stones and thin bricks.
- The cost associated with non-warranted traditional products is often not calculated. For no additional cost, Laticrete offers a fully warranted system including the cost of materials and labor.

#### 5. Can anyone install MVIS?

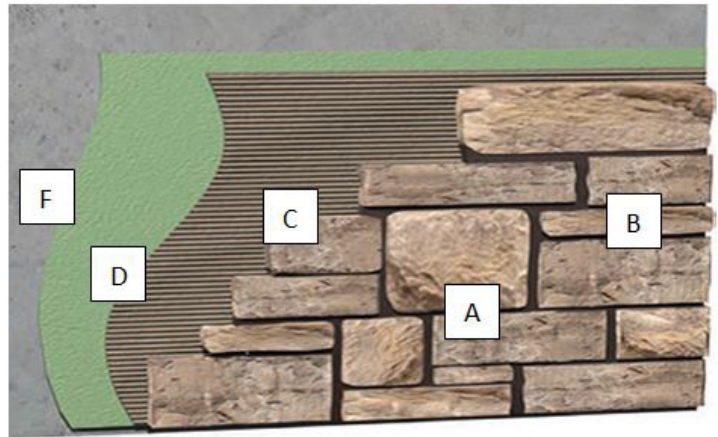
MVIS can be installed by any trade. This includes, but is not limited to:

- Brick and stone masons
- Stucco and EIFS installers
- Tile installers
- Wall system experts

Any of these installers can offer owners warranties offered by Laticrete MVIS.



**Exterior Wall - MVIS Installation**  
Framed wall with exterior rated sheathing-cement  
backer board substrate  
**15 Year Labor and Materials Warranty**



**Exterior Wall - MVIS Installation**  
Concrete wall - direct adhered with fluid applied air and water  
barrier/waterproofing  
**25 Year Labor and Materials Warranty**

#### DETAIL LEGEND:

- A. Adhered Veneer (Thin Brick or Stone)
- B. LATICRETE Masonry Pointing Mortar
- C. LATICRETE Masonry Veneer Mortar
- D. LATICRETE Air & Water Barrier

- E. Cement backer board
- F. Concrete or Masonry
- G. Exterior rated sheathing

#### 6. What MVIS mortar should I choose for my project?

The MVIS product line features three mortars options, designed specifically for the type of adhered veneer to be installed.

**Masonry Veneer Mortar** – Patented, versatile polymer fortified mortar designed for the installation of adhered masonry veneers, stone and thin brick featuring superior non-sag capabilities and adjustability.

**Hi Bond Masonry Veneer Mortar** – The ultimate, polymer fortified, adhesive mortar designed for heavier natural stones or veneers approaching the 15 pound per square foot weight limit.

**Thin Brick Mortar** – Multi-use, polymer fortified mortar producing maximum coverage for thin brick installations.



## 7. How do I qualify for the warranty on my project?

Laticrete does not offer certification for installers. Rather, in order to qualify for the Laticrete MVIS warranty, the installer need only follow the instructions for a complete system. Components of a complete warranted system include, but are not limited to:

- Proper installation and joint preparation of the cement backer board over the exterior sheathing.
- Air & Water Barrier coverage to meet or exceed 30 mils in two coats.
- Proper flashing of penetrations and other areas requiring flashing.
- 100% coverage using the MVIS mortars as per code for exterior veneer.
- Use of all products in a complete system.

## 8. Where can I purchase MVIS products?

Glen-Gery Corporation is a proud distributor of the full line of MVIS products. They offer these products through their comprehensive dealer network and their many retail locations nationwide. Please contact your local Glen-Gery sales representative for additional information on where to find your local source for MVIS.

## 9. What architectural resources are available for specifying and recommending the MVIS ?

Laticrete offers full and short form specifications guidelines plus a full detail library. The details outline recommended installation procedures (flashing and tie-ins) for many common jobs. Please contact your local distributor or Laticrete MVIS representative for additional information.

Many LATICRETE Partners also offer installation guidelines specific to their products.

## 10. What other resources are available?

Full website for MVIS: [www.laticrete.com/mvis](http://www.laticrete.com/mvis)

Full product catalog: <http://www.laticrete.com/Portals/0/datasheets/DS-005.2.pdf>

MVIS installation video: <http://youtu.be/4YQsgkelowg>

Warranty information: [http://www.laticrete.com/mvis/warranty\\_information.aspx](http://www.laticrete.com/mvis/warranty_information.aspx)

