



1300 Russell Street
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Competition is Great!

Competition is the engine that drives innovation, and we have a great story to tell! Our friends in the industry have asked us to respond to a recent negative campaign waged by Laticrete® International, Inc. against Quartz-Lock™ Grout. To illuminate the misinformation contained in the Laticrete® document, we are pleased to take this opportunity to communicate the benefits of Quartz-Lock™ Grout. Long before Laticrete® had Quartz-Lock™ Grout tested by an “independent lab”, StarQuartz® had it tested by the **Tile Council of North America (TCNA)** laboratory in Anderson, SC. We chose the TCNA lab because they brought the highest level of respect and integrity in the industry. Here is a summary of the TCNA test results:

Test Results Provided by the Tile Council of North America Laboratory

(For documentation of the full TCNA report, go to www.StarQuartz.com)

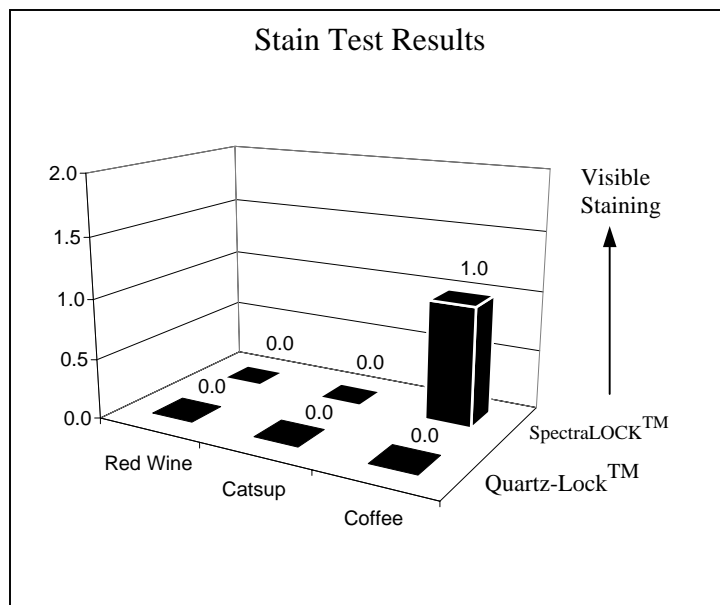
Water Cleanability	Quartz-Lock™ exceeds ANSI 118.3 standard.
Initial Set	Quartz-Lock™ exceeds ANSI 118.3 standard.
Service Strength	Quartz-Lock™ exceeds ANSI 118.3 standard.
Vertical joint sag	Quartz-Lock™ exceeds ANSI 118.3 standard.
Linear Shrinkage	Quartz-Lock™ exceeds ANSI 118.3 standard.
Water absorption	Quartz-Lock™ exceeds ANSI 118.3 standard.
Open Time	Quartz-Lock™ exceeds ANSI 118.3 standard.
Chemical Resistance	Quartz-Lock™ exceeds ANSI 118.3 standard.
Stain Resistance	Quartz-Lock™ exceeds SpectraLOCK PRO™ for stain resistance.
Compressive Strength	Quartz-Lock™ Grout exceeds 4,000 psi compressive strength.

A new Grout Revolution has begun! Epoxy grout products once challenged cement grout with new and better physical properties that responded to a need in the industry. Competition was good then, and it is good now. A new generation of urethane grout products is challenging 40-year-old epoxy technology with properties that take grout performance to the next level. It is not surprising that competitors have been stunned by this innovation. For 40 years they have been trying to enhance epoxy products instead of looking outside the box to see if there might be a better fundamental product. We discovered better qualities in new urethane technologies and developed Quartz-Lock™ Grout. In the face of competition, some competitors go negative. We love the competition! Unfortunately, their recent document told a very incomplete and untrue story. While many of you have already discovered the benefits of Quartz-Lock™ Grout, we felt you and others who are joining the Grout Revolution deserved the real story.



Quartz-Lock™ Beats SpectraLock™ Pro for Stain Resistance

Stain resistance is one of the most important features of any grout product. Quartz-Lock™ Grout is exceptionally stain resistant, but don't take our word for it. The Tile Council of North America tested our grout using the same 3-minute stain test used by Laticrete® with red wine, catsup and coffee. Cured samples of Quartz-Lock™ Grout were exposed and then wiped after 3 minutes. The result: "no visible stains were observed". This is a direct quote from the TCNA lab report.



To the left, we have charted the TCNA data against the data published by Laticrete® regarding their SpectraLock Pro™ product. The higher the value, the more staining that is evident. As you can see, Quartz-Lock™ is stain resistant across the board, with zero values on all three staining agents. According to data published by Laticrete®, SpectraLock Pro™ did incur some staining with coffee. Thus, Quartz-Lock™ is more stain resistant than SpectraLock Pro™ according to Laticrete®'s data and by their own standard.

ANSI 118.3 Specification for Epoxy Grout Products

While ANSI 118.3 is a testing specification for catalytic epoxy products, Quartz-Lock™ Grout exceeds all of the specifications in which the testing method is compatible with an air-cured product. ANSI 118.3 employs specific testing methods that only work with catalytic cure products. Some of these testing methods are incompatible with an air-cured product. Epoxy grout has different physical properties than cement grout and cannot be fully measured using ANSI 118.7 (the cement grout standard). Likewise, Quartz-Lock™ cannot be fully measured using ANSI 118.3 (the epoxy grout standard). It is important to understand that the failure of the testing methodology only indicates test incompatibility with a new generation of products. It does not indicate the performance of the grout as used in the field.



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StarQuartz Industries, Inc.[®] is currently working to develop testing methods for a new ANSI standard compatible with the next generation of urethane grout products. However, in the absence of appropriate ANSI standards, we asked the Tile Council of North America to test Quartz-Lock[™] against the epoxy standard where possible. As the data in the chart shows, **Quartz-Lock[™] exceeds ANSI 118.3** specification by every measure that is compatible with this new product technology.

ANSI 118.3 Test Results

Description	Test Results
Water Cleanability	Pass
Initial Set	>2 hrs.
Service Strength	Pass
Vertical joint sag	Pass
Tensile strength	Incompatible Test
Compressive strength	Incompatible Test
Thermal Shock	Incompatible Test
Linear Shrinkage	.06%
Water absorption	<1%
Open Time	180 minutes

DATA SUPPLIED BY THE TILE COUNCIL OF NORTH AMERICA

TCNA found that the tests for tensile strength, compressive strength, and thermal shock were not compatible with an air-cured urethane product. For example: The ANSI 118.3 test for compression strength requires a cured 2-inch cube of product for the sample material. While it is possible to cure a 2-inch cube with catalytic products, it is not possible to cure a 2-inch cube of an air-dry product. In addition, the semi-elastic properties of Quartz-Lock[™] prevent it from shattering, as would an epoxy or cement product. These enhanced physical properties of Quartz-Lock[™] are a benefit in the field; however they render the ANSI 118.3 testing methodology inconclusive.

Quartz-Lock Compression Strength Exceeds 4,000 psi – Strong *and* Flexible

In light of the testing incompatibilities, we recently asked TCNA to perform compression testing of Quartz-Lock in a grout joint. The results were astounding... Quartz-Lock exceeds 4,000 psi vs the 3,500 psi claimed in Laticrete[®]'s published SpectraLOCK PRO[™] data. While we applaud 3,500 psi compression strength as state-of-the-art 20 years ago, Quartz-Lock[™] customers appreciate the new higher standard of performance.

Quartz-Lock[™] also offers something that epoxies and cement cannot... FLEXIBILITY! One of the best characteristics of Quartz-Lock[™] Grout is that, while it has outstanding compression strength, it also remains semi-elastic. Grout failures are most often the result of minor substrate movement. What could be better than a grout that accommodates some movement without failure? When other grouts crack and fail, Quartz-Lock[™] continues to perform!



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More Good News

New Packaging Sizes: Quartz-Lock™ Grout is now available in new 9 pound mini units and 18 pound standard units. Commercial units are planned for 2007.

New Colors: Quartz-Lock™ will introduce 9 new colors in 2007, bringing our total color selection offering to 30 colors.

Easy To Use: Quartz-Lock™ is more user friendly than epoxy products. Contractors have told us how much they hate epoxy grout and love Quartz-Lock™. Many contractors have stated they will never use epoxy grouts again. No odor, no allergies, no mixing, no fuss.

Join the Revolution!

Please don't be fooled by panicky competitors. Quartz-Lock™ Grout has enjoyed an amazing response from the tile industry who clearly understand the Quartz-Lock™ advantage. Distributors, contractors, architects, dealers and end users are joining the Grout Revolution by the thousands! They know a great product when they use it. You will too!

Thank you for using Quartz-Lock™ Grout!