



Innovative Tile and Stone  
Installation Systems

## Anheuser-Busch Opens China Budweiser Brewery Project Spotlight: November 2009



**LOCATION:**

Budweiser Foshan Brewing Co. Ltd., Foshan City, China

**ARCHITECT:**

Guangdong Light Industry Design Institute, Guangdong  
Province, China

**GENERAL CONTRACTOR:**

Shanhe Construction Group Co., Ltd., Wuhan, Hubei, China

**TILE CONTRACTOR:**

China First Metallurgical Construction Co., Ltd., Wuhan, Hubei, China

**TILE INSTALLATION SYSTEM:**

LATICRETE International Inc., Bethany, CT, USA

**LATICRETE MATERIALS SUPPLIER:**

LATICRETE (Shanghai) Building Materials Co., Ltd.,  
Songjiang District, Shanghai, China

## Anheuser-Busch Opens the Budweiser Brewing Foshan Co. Ltd. in China

By Eric Carson

For years, LATICRETE has supplied innovative materials and the most advanced methods for the installation of tile and stone to the Mainland China marketplace. The LATICRETE team has worked with top architectural firms, China State Construction and Engineering, and local tile contractors to provide new installation techniques that have helped this global brand capture world-class building projects.

With a dedicated effort and the benefit of prior success bolstering its position, the LATICRETE team helped create a new standard installation specification in China for swimming pools. These efforts ultimately resulted in selecting LATICRETE for the Beijing Water Cube, site of all swimming and diving competitions for the 2008 Summer Olympics. To signify its long-term commitment to China, LATICRETE opened its first wholly-owned research and manufacturing facility outside of the United States during April of 2008, in the Songjiang District of Shanghai, the largest city on the Mainland. LATICRETE (Shanghai) Building Material Co. Ltd. has been a driving force in establishing a stronger local presence in a market with never-ending potential for growth.

The ability to locally supply projects in China played a major role in LATICRETE being specified for the new facility of another U.S.-based company that's expanded to the far reaches of the globe. For reasons not unlike those of LATICRETE, Anheuser-Busch made the decision to build its second China-based Budweiser brewery in the Sanshui District of Foshan City, Guangdong Province, on the Southeast coast of the Mainland. Anheuser-Busch expects to double its distribution of Budweiser products in China over the next five years. From its location in Guangdong on the South China Sea, the plan is to introduce Budweiser to 100 new cities, each with a population of at least 1 million people. The completion in late 2008 of Budweiser Brewing Foshan Co. Ltd. ensures that Anheuser-Busch will have the

necessary capabilities to supply the fastest growing beer market in the world.

To realize a tiled floor installation in an industrial setting, like a brewery, certain issues must be addressed by specifying the proper installation materials. There are chemicals and acids unique to each industrial process that will test the long-term performance of the finished flooring. When combined with the daily, almost constant high-level of foot traffic and usage, only a world-class, experienced installation materials manufacturer such as LATICRETE could provide true peace of mind. Once again, the LATICRETE China team convinced top decision makers to switch the specification from a competitor, securing the bid on the strength of LATAPOXY® 2000 Industrial Grout.

"We were able to prove that the LATICRETE specification was superior to the competition," said Bill Qiu, LATICRETE General Manager, China. "LATICRETE has a long history in providing high-quality, environmentally-friendly products, as well as the necessary technical support. We submitted a detailed specification before the installation, and provided on-site training for the installers. The epoxy grout we supplied was the proper selection for the tiling at the brewery, and the warranty system provided them with much confidence."

During the product selection process, the LATICRETE team in China was helped along the way by David Meyers, a U.S.-based LATICRETE Senior Architectural Specialist. In discussions with the China-based architect, Guangdong Light Industry Design, as well as with top U.S. officials from Anheuser-Busch, Meyers helped create the final LATICRETE® materials specification. From the beginning, all parties involved agreed on the need to grout the installation with the LATAPOXY 2000 Industrial Grout, but the ability of LATICRETE to present a full system warranty also played a crucial role in the project being completed entirely with LATICRETE products.

"The great thing was that Anheuser-Busch was really interested in doing this the right way," said



Meyers. "Every country or region has their own local techniques and processes, so we ran into some issues in the beginning stages of product selection. Initially, they were looking to go with local adhesives and then using our industrial grout. LATAPOXY® 2000 Industrial Grout was really the key to the entire specification. At that time they had never looked at using one single-source supplier like LATICRETE. That's when our warranty system really kicked in. With the granite floor tiles, our adhesives and our industrial grout, the floor is impervious to anything that they might throw at it."

Ultimately, the general contractor firms involved, Shanhe Construction Group Co. Ltd. and China First Metallurgical Construction Co. Ltd., both based in Wuhan, Hubei, installed 10,000 square meters (107,640 square feet) of 300mm x 300mm (12" x 12") granite tiles with LATICRETE products.

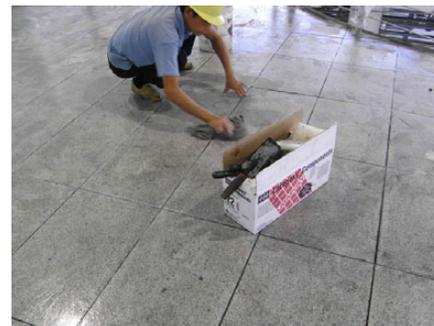
As can often be the case, the cast-in-place concrete substrate at the new Budweiser brewery was not entirely level. In order to ensure a smooth, flat surface for the granite tile installation, a render layer of LATICRETE® 4237 Latex Additive was mixed with portland cement and applied as a slurry bond coat for the mortar bed to level the substrate. To install the actual flooring tile with the thin-bed method, LATICRETE 4237 Latex Additive was mixed with LATICRETE 211 Powder to produce a high-strength adhesive that meets and exceeds all U.S. and international standards for tile and stone applications.

LATICRETE 4237 Latex Additive, easily recognized by its ubiquitous orange packaging, proved itself worthy long ago as the very first latex additive for cement-based mortar. Developed by LATICRETE in the mid-1950s, LATICRETE 4237 Latex Additive is specially designed for use with LATICRETE 211 Powder to offer the speed and economy of an adhesive with the permanent, water resistant dependability of portland cement. The combination has stood the test of time with its ability to be used with all types of tile and stone products over virtually any suitable substrate. LATICRETE 4237 Latex Additive used with LATICRETE 211 Powder is weather, frost and shock resistant for interior and exterior use. Foshan City, on the lower, southeastern edge of the Mainland, is considered a

humid, sub-tropical climate that borders on the edge of tropical several months a year.

The final step in completing the flooring installation at Budweiser Brewing Foshan Co. Ltd. was the careful application of LATAPOXY 2000 Industrial Grout. This highly chemical resistant industrial grade epoxy grout is specifically manufactured by LATICRETE for use in corrosive environments like the new Budweiser brewery. LATAPOXY 2000 Industrial Grout also offers a high-resistance to bacteria that could threaten the finished tile work, as well as advanced temperature resistance and maximum strength. In applications where high temperatures are present, LATAPOXY 2000 Industrial Grout will cure at a faster rate, meaning once the grout is mixed the entire contents of the pail were immediately poured onto the floor and spread quickly. LATAPOXY 2000 Industrial Grout can be ready for foot traffic often in just 10–12 hours. Though unaffected by most acids, corrosives and solvents, LATAPOXY 2000 Industrial Grout cleans quite easily, requiring only water and a neutral pH soap.

Many years ago, the scenario of two family-run, U.S.-based companies like Anheuser-Busch and LATICRETE partnering together on the Far East shores of Mainland China would seem highly improbable. But in addition to sharing innovative ideas and a global vision, both companies remain committed to consistently producing high-quality products. This level of dedication has created the well-earned reputation for both as premium brands in their respective industries.



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