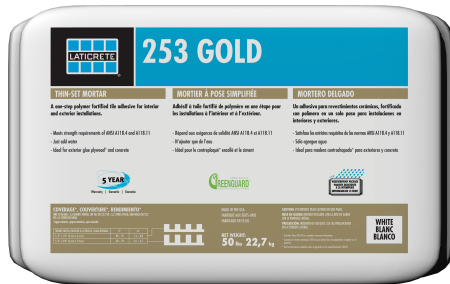




# 253 Gold

DS-296.0-1215

**Globally Proven  
Construction Solutions**



## 1. PRODUCT NAME

253 Gold

## 2. MANUFACTURER

LATICRETE International, Inc.  
1 LATICRETE Park North  
Bethany, CT 06524-3423 USA

Telephone: +1.203.393.0010, ext. 235

Toll Free: 1.800.243.4788, ext. 235

Fax: +1.203.393.1684

Internet: [www.laticrete.com](http://www.laticrete.com)

## 3. PRODUCT DESCRIPTION

253 Gold is a superior polymer fortified bagged cementitious thin-set powder to be mixed with water to install ceramic tile and natural stone using the thin-set method of installation.

### Uses

Designed for interior and exterior floor and wall installations of all types of ceramic tiles, porcelain tile and stone over concrete, exterior glue plywood and a variety of substrates.

### Advantages

- Interior and exterior.
- Exceeds ANSI A118.4, A118.11 and ISO 13007-1 (C2)
- Bonds to most surfaces.

### Suitable Substrates

- Concrete
- Cement Mortar Beds
- Ceramic Tile And Stone
- Exterior Glue Plywood\*
- Properly Prepared Vinyl Or Other Resilient Tile\*
- Non-Water Soluble Cut-Back Adhesives\*
- Concrete/Block Masonry
- Cement Plaster
- Brick Masonry
- Cement Terrazzo
- Gypsum Wallboard\*

- Plastic Laminate\*
- Cement Backer Board\*\*
- Unique color options are now available in all LATICRETE® grout colors when mixed with PERMACOLOR® Select Color Kits.‡

\* Interior use only.

\*\* Consult cement backer board manufacturer for specific installation, recommendations and to verify acceptability for exterior use.

‡LATICRETE makes no guarantee on color match to our grout color card and color tools. This process/method can be used to create a colored adhesive mortar to facilitate the installation of translucent, transparent, and other finishes where cleaning thin set mortar out of the joints is a challenge. Do not use colored adhesive mortar as a substitute for grout. Always conduct a test area to validate performance and results.

### Packaging

#### White

50 lb (22.7 kg) bag; 56 bags per pallet.

#### Grey

25 lb (11.3 kg) bag; 104 bags per pallet.

50 lb (22.7 kg) bag; 56 bags per pallet.

### Coverage

Approximately 80–95 ft<sup>2</sup> / 50 lb bag (7.4–8.8 m<sup>2</sup>/ 22.7 kg bag) with 1/4" x 1/4" (6 mm x 6 mm) notched trowel.

Approximately 60–70 ft<sup>2</sup> / 50 lb bag (5.6–6.5 m<sup>2</sup>/ 22.7 kg bag) with 1/4" x 3/8" (6 mm x 9 mm) notched trowel.

Coverage will vary depending on trowel notch size, type and size of tile and substrate.

For installing STRATA\_MAT, approximately 110-120ft<sup>2</sup> /50 lb bag (10.2 – 11.1 m<sup>2</sup>/22.7 kg bag) with 1/4" x 3/16" (6mm x 5mm) noticed trowel.

### Shelf Life

Factory sealed containers of this product are guaranteed to be of first quality for one (1) year\*\*\* if stored off the ground in a dry area.

\*\*\* High humidity will reduce the shelf life of bagged product.

### Limitations

- For veneer installations using this product, consult local building code requirements regarding limitations and installation system specifications.
- Not for use directly over particle board, luan, Masonite® or hardwood floors.
- Use LATAPOXY® 300 Adhesive for installing green marble, water sensitive stone, resin backed stone, or tile and agglomerates.
- Use white mortar for white or light-colored marble/stone.
- Not for use in submerged applications. For these applications, use 254 Platinum.

- Adhesives/mastics, mortars and grouts for ceramic tile, pavers, brick and stone are not designed as replacements for waterproof membranes. When a waterproof barrier is required, use a LATICRETE® Waterproofing Membrane (see Section 10 FILING SYSTEMS).

*Note: Surfaces must be structurally sound, stable and rigid enough to support ceramic/stone tile, thin brick and similar finishes. Substrate deflection under all live, dead and impact loads, including concentrated loads, must not exceed L/360 for thin bed ceramic tile/brick installations or L/480 for thin bed stone installations where L=span length (except where local building codes specify more stringent deflection requirements)*

**Cautions**

Consult SDS for more safety information.

- Some marbles and other natural stone have low flexural strength and may not be suitable for installation over wood floors.
- During cold weather, protect finished work from traffic until fully cured.
- Contains portland cement and silica sand. May irritate eyes and skin. Avoid contact with eyes or prolonged contact with skin. In case of contact, flush thoroughly with water.
- Do not take internally. Silica sand may cause cancer or serious lung problems. Avoid breathing dust. Wear a respirator in dusty areas.
- Keep out of reach of children.

**4. TECHNICAL DATA**

**VOC/LEED Product Information**



This product has been certified for Low Chemical Emissions (ULCOM/GG UL2818) under the UL GREENGUARD Certification Program For Chemical Emissions For Building Materials, Finishes and Furnishings (UL 2818 Standard) by UL Environment.

Total VOC Content grams/liter of product in unused form is 0.00 g/L.

**Applicable Standard**

ANSI A118.4 and A118.11

**Performance Properties**

Test	Test Method	Results	ANSI Specification
Porcelain Tile Shear Strength	ANSI A118.4 F-5.2.4	350–450 psi (2.4–3.1 MPa)	>200 psi (1.4 MPa)
Porcelain Tile Shear Strength Water Immersion	ANSI A118.4 F-5.2.3	200–250 psi (1.4–1.7 MPa)	>150 psi (1.03 MPa)
Quarry Tile to Plywood Shear Strength	ANSI A118.11 P-4.1.2	190–240 psi (1.3–1.6 MPa)	>150 psi (1.03 MPa)

**Working Properties (70°F [21°C])**

Open Time	60 minutes
Pot Life	4 hours
Time to Heavy Traffic	24 hours
Wet Density	12.6 lb/gal (1.5 g/ml)

Specifications subject to change without notification. Results shown are typical but reflect test procedures used. Actual field performance will depend on installation methods and site conditions.

**5. INSTALLATION**

All surfaces should be between 40°F (4°C) and 90°F (32°C) and structurally sound, clean and free of all dirt, oil, grease, paint, concrete sealers or curing compounds. Rough or uneven concrete surfaces should be made smooth with Latex Portland Cement Underlayment to provide a wood float (or better) finish. Dry, dusty concrete slabs or masonry should be dampened and excess water swept off. Installation may be made on a damp surface. New concrete slabs shall be damp cured and 28 days old before application. All slabs must be plumb and true to within 1/4" (6 mm) in 10 ft (3 m). Expansion joints shall be provided through the tile work from all construction or expansion joints in the substrate. Follow ANSI specification A108.01-3.7 "Requirements for Movement Joints: Preparations by Other Trades" or Tile Council of North America (TCNA) detail EJ-171 "Movement Joints—Vertical & Horizontal". Do not cover expansion joints with mortar.

- Installer must verify that deflection under all live, dead and impact loads of interior plywood floors does not exceed industry standards of L/360 for ceramic tile and brick or L/480 for stone installations where L=span length.

- Minimum construction for interior plywood floors.

**SUBFLOOR:** 5/8" (15 mm) thick exterior glue plywood, either plain with all sheet edges blocked or tongue and groove, over bridged joints spaced 16" (400 mm) o.c. maximum; fasten plywood 6" (150 mm) o.c. along sheet ends and 8" (200 mm) o.c. along intermediate supports with 8d ring-shank, coated or hot dip galvanized nails (or screws); allow 1/8" (3 mm) between sheet ends and 1/4" (6 mm) between sheets edges; all sheet ends must be supported by a framing member; glue sheets to joints with construction adhesive.

**UNDERLAYMENT:** 5/8" (15 mm) thick exterior glue plywood fastened 6" (150 mm) o.c. along sheet ends and 8" (200 mm) o.c. in the panel field (both directions) with 8d ring-shank, coated or hot dip galvanized nails (or screws); allow 1/8" (3 mm) to 1/4" (6 mm) between sheets and 1/4" (6 mm) between sheet edges and any abutting surfaces; offset underlayment joints from joints in subfloor and stagger joints between sheet ends; glue underlayment to subfloor with construction adhesive. Refer to Technical Data Sheet 152 "Requirements for Direct Bonding of Ceramic or Stone Tiles Over Wood Floors" for complete details.

**Mixing**

Place clean, potable water into a clean pail. Use approximately 5.5 qts (5.2 L) of water for 50 lbs (22.7 kg) of powder. Add 253 Gold. Mix by hand or with a slow speed mixer to a smooth, trowelable consistency. Allow mortar to slake for 5 – 10 minutes. Remix without adding any more water or powder. During use, stir occasionally to keep mix fluffy. Do not temper with water.

## Mixing with PERMACOLOR® Select Color Kits (253 Gold White only)

Requires 2 LATICRETE PERMACOLOR Select Color Kits. Each Color Kit contains 2 individual color packets, use all 4 packets) Place water in a clean mixing container. Remove color packets from the cardboard container as well as the protective plastic sleeve. The internal bag is a water dispersible packet – when using the 50 lbs. (22.7 kg) bag of 253 Gold, drop all color packets directly in to water in clean mixing container. Mix with a drill mixer until pigment is dispersed evenly in container and the dispersible packet is no longer visible. Add 253 Gold and mix as directed above. Please note that additional water may be necessary when using PERMACOLOR Select color Kits.

## Application

Apply mortar to the substrate with the flat side of the trowel, pressing firmly to work into surface. Comb on additional mortar with the notched side.

*Note: Use the proper sized notched trowel to ensure full bedding of the tile. Spread as much mortar as can be covered with tile in 15–20 minutes. Back butter large tiles >8" x 8" (>200 mm x 200 mm) to provide full bedding and firm support. Place tiles into wet, sticky mortar and beat in using a beating block and rubber mallet to embed tile and adjust level. Check mortar for complete coverage by periodically removing a tile and inspecting bedding mortar transfer onto back of tile. If mortar is skinned over (not sticky), remove and replace with fresh mortar.*

## Grouting

Grout installation after a minimum of 24 hours curing time at 70°F (21°C). Grout with SPECTRALOCK® PRO Premium Grout†, SPECTRALOCK PRO Grout†, PERMACOLOR Select, or PERMACOLOR Grout‡.

## Cleaning

Clean tools and tile work with water while mortar is fresh.

## 6. AVAILABILITY AND COST

### Availability

LATICRETE® and LATAPOXY® materials are available worldwide.

### For Distributor Information, Call:

Toll Free: 1.800.243.4788  
Telephone: +1.203.393.0010

For on-line Distributor information, visit LATICRETE at [www.laticrete.com](http://www.laticrete.com).

### Cost

Contact a LATICRETE Distributor in your area.

## 7. WARRANTY

See 10. FILING SYSTEM:

DS 230.13: LATICRETE Product Warranty

A component of:

DS 230.10: LATICRETE 10 Year System  
Warranty (United States and Canada)

## 8. MAINTENANCE

LATICRETE and LATAPOXY grouts require routine cleaning with a neutral pH soap and water. All other LATICRETE and LATAPOXY materials require no maintenance but installation performance and durability may depend on properly maintaining products supplied by other manufacturers.

## 9. TECHNICAL SERVICES

### Technical Assistance

Information is available by calling the LATICRETE Technical Service Hotline:

Toll Free: 1.800.243.4788, ext. 235  
Telephone: +1.203.393.0010, ext. 235  
Fax: +1.203.393.1948

### Technical and Safety Literature

To acquire technical and safety literature, please visit our website at [www.laticrete.com](http://www.laticrete.com).

## 10. FILING SYSTEM

Additional product information is available on our website at [www.laticrete.com](http://www.laticrete.com). The following is a list of related documents:

DS 230.13: LATICRETE Product Warranty  
DS 230.10: LATICRETE 10 Year System  
Warranty (United States and Canada)  
DS 236.0: 9235 Waterproofing Membrane  
DS 250.0: PERMACOLOR Grout†  
DS 281.0: PERMACOLOR Select  
DS 260.0: STRATA\_MAT™  
DS 633.0: LATAPOXY 300 Adhesive  
DS 663.0: HYDRO BAN®  
DS 677.0: 254 Platinum  
DS 681.0: SPECTRALOCK PRO Premium Grout†  
DS 685.0: SPECTRALOCK PRO Grout†  
TDS 152: "Bonding Ceramic Tile, Stone or Brick Over  
Wood Floors"

† United States Invention Patent No.: 6,881,768 (and other Patents).

^ United States Invention Patent No.: 6,784,229 (and other Patents)