



# cpd seminar 2011

## PAM Sabah Chapter – Lafarge CPD Seminar 2011 (PAM Mini Auditorium, PAM Sabah Chapter)

Saturday, 19<sup>th</sup> March 2011

### Discovering the Technical and Economical Advantages of Pre-Mixed Ceramic Tile Adhesives

By Ms. Veronica Wong  
Wacker Chemical (South Asia), Singapore

#### Venue:

PAM Mini Auditorium,  
PAM Sabah Chapter  
Lot 5 & 6, 3<sup>rd</sup> Floor,  
Block A, Damai Plaza,  
Phase 4, Luyang,  
88300 Kota Kinebalu.

#### Registration fees:

Free Admission

#### Seminar programme:

08.30 am – 09.00 am

Registration & Breakfast

09.00 am – 10.30 am

Seminar start

10.30 am – 10.50 am

Tea Break

10.50am – 12.30pm

Seminar continues

12.30 pm – 12.45pm

Q & A Session

12.45 pm

Lunch & End

**2 LAM CPD Points  
has been approved**

#### REGISTRATION FORM

I am a PAM member

I am a non PAM Member

I am a Student

Membership No (PAM): \_\_\_\_\_ (LAM): \_\_\_\_\_

Fax No: \_\_\_\_\_ Office No: \_\_\_\_\_

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Email address: \_\_\_\_\_

H/P No: \_\_\_\_\_

Capacity is limited to 60 participants only. Thus, registration is based on first come-first-served basis. Any cancellation of registration must be notified by 15<sup>th</sup> March 2011, 12.00 pm.

**PAM does not recommend walk-in registration.**

**NOTE:** At times, due to unforeseen circumstances, the scheduled events may have to be cancelled or rescheduled for which PAM Secretariat would normally inform the registered attendees/participants accordingly. In order to avoid causing any inconvenience to members due to any last-minute changes, we strongly recommend that members to call **PAM Sabah Chapter at 088-232 524 or 088-261 313** for confirmation of the scheduled events or visit PAM website at [www.pamsabah.com](http://www.pamsabah.com).



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**Synopsis of Presentation (provided by speaker)**

Traditionally, tiles used to be laid via the thick-bed method. These cement-based mortars are prepared through job-site mixing method, involving solely the mixing of cement and sand on site. In certain cases, cement is even used without sand to fix tiles onto the substrates. The quality of such mortars depends largely on their correct mixing ratio and the homogeneity of the mixture. Due to the high risk of inconsistency, the quality of mortars produced by job-site mixing method cannot be guaranteed. Furthermore, it limits product applications and hinders process automation considerably.

In contrast to job-site mixing method, factory-produced ceramic tile adhesives (CTA) includes all the necessary pre-mixed raw materials such as binders, aggregates and additives at guaranteed mixing proportions. Based on this technology, they can be produced according to specific formulation developed and tested in advance in the laboratory to meet the stringent quality requirement and high demand of modern construction technology. The pre-mixed mortars are easy to handle, transport and apply manually and mechanically, which warrant uniformity and quality consistency. In addition, the dry mortars of CTA are easy to store and they are only mixed on demand with water therefore leading to minimal wastage at site.

Throughout the seminar, the speaker will share with the participants the considerable technical and economical advantages of using the pre-mixed ceramic tile adhesive in today's modern construction industry. Objectively, this seminar will also provide a platform and meeting place for the experts, industry players and interest parties towards sharing the latest technology, knowledge and skills of pre-mixed CTA. It also aims to promote and encourage the usage of this modern building material towards enhancing the application technique, quality as well as productivity in Malaysian construction industry.

**Speaker's Biography (provided by the speaker)**

**Veronica Wong**

Regional Sales Manager

Wacker Chemical (South Asia), Singapore

Veronica Wong graduated with a Master Science, major in Polymer Science from Institute of Polymer Technology and Materials Engineering, Loughborough University of UK. She is currently working as Regional Sales Manager at Wacker Chemical (South Asia), Singapore, responsible for the business unit of Construction Polymer.

Veronica Wong has been in construction industry for the last 10 years and has gained vast experience especially in drymix mortar industry. Prior to her current position, she served as Technical Lead (Asia Pacific) from a US Chemical MNC, and had been supporting many organizations within ASEAN and Asia Pacific Region to bring new technology to the countries specifically in drymix mortar industry.