



NEW PRODUCT LAUNCH OVERVIEW

2022 Launch Window 2 for MVPs

Learn how these innovative, high-performance products are easier and safer to use, providing you with greater value, plus our industry-leading, peace-of-mind system warranty protection.



Globally Proven Construction Solutions



All marketing assets to support the launch of these new products are available for download in your LATICRETE MVP Portal: laticrete.com/mvp-portal

Contact your local LATICRETE Sales Representative with any questions or to schedule a training.

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SPARTACOTE® PRIME-N-GO™

A versatile, low VOC, 2-part epoxy primer that simplifies the installation process by eliminating the need for mechanical prep such as grinding and/or shot blasting. It creates a strong bond to the substrate, enhancing the overall adhesion of the system including smooth, non-porous, and non-absorptive surfaces.



VAPOR BAN™ E

VAPOR BAN™ E is a single-coat, 100% solids, liquid applied 2-part epoxy coating specifically designed to control the moisture vapor emission rate from new or existing concrete slabs prior to installing underlayments up to 100% Relative Humidity (RH).

Our range of epoxy moisture mitigation products across multiple product brands (NXT® Vapor Reduction Coating, SUPERCAP® Moisture Vapor Control, and SPARTACOTE® Moisture Vapor Barrier) will be consolidated into one product, VAPOR BAN E.





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STONETECH® GroutUp™

Grout, seal and defend in one easy step with STONETECH® GroutUp™ additive. This additive upgrades your grout's performance with stain and antimicrobial product protection. Infused with STONETECH Fluro-sealer technology, this water-based formula repels water and oil-based stains on sanded and unsanded cement-based grouts. Microban® antimicrobial technology enables this additive to further inhibit the continuous growth of stain and odor causing bacteria, mold and mildew. Simply replace the water instructed for use in grout mixing prior to installation and save time necessary for post sealing.



BEFORE

AFTER



STONETECH Heavy Duty Grout Sealer

STONETECH Heavy Duty Grout Sealer is a water-based penetrating sealer that offers advanced stain and Microban antimicrobial product protection on grout surfaces. Designed to keep grout looking newer longer, it protects against oil and water-based stains and inhibits the continuous growth of bacteria, mould and mildew. STONETECH Heavy Duty Grout Sealer is a natural look water-based sealer that does not alter the appearance of the grout.

A safer professional-grade solution for you and the environment when compared to high VOC solvent-based sealers. Great for use on sanded and non-sanded cement based grouts with natural stone, tile, and masonry surfaces in interior and exterior applications. Comes with a 25-year satisfaction guarantee.





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MVIS™ Premium Pointing Mortar Base

Premium Pointing Mortar Base is a strong, durable, fast setting masonry pointing mortar with consistent stain-resistant color. This pointing mortar has been specifically formulated for glazed brick, porcelain pavers and other low porosity veneers with joints under 1/2 inch (12.7 mm). Premium Pointing Mortar Base combined with the industry's first dispersible dry pigment solution, allows users the choice of 40 standard LATICRETE colors. By utilizing the ANYCOLOR™ program, the color options are unlimited!



MICROBAN

AnyColor™

