

## **MVP NEW PRODUCT OVERVIEW**

2023 Launch Window 1





**OUR BRAND PROMISES** 





SUSTAINABILITY







TRUSTED FOR LIFE

**Globally Proven Construction Solutions** 



BEST INSTALLER EXPERIENCE



OUR CUSTOMERS ARE OUR FAMILY



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

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

Scan here to access your LATICRETE MVP Portal

#### PERMACOLOR® Grout<sup>a</sup>

This high-performance cement grout is getting a new and improved formula.

What exactly does that mean for you?

- 20% increased strength\*
- 30% enhanced stain resistance\*
- Formulated without sand<sup>‡</sup> for a safer installation
- 2-year shelf life

These changes are designed to provide an overall better experience for the installer, and long-lasting results for the customer. PERMACOLOR® Grout will no longer require sealing, and be among the first LATICRETE® products to come in our new, premium packaging.















### PERMACOLOR Select<sup>^</sup>

Our highest performing cementitious grout is now even better.

- 20% increased strength\*\*
- 20% enhanced stain resistance\*\*
- Formulated without sand‡ for a safer installation
- Smaller, more convenient 10lb base bag size
- New compostable bag for color kits with 40% less packaging^

PERMACOLOR Select will also offer an expanded, 2-year shelf life and color kits will now be sold as both singles and in cases of 20 for easy stocking and inventory control. And with the <code>AnyColor</code> program, you can stock your own grout colors and match the palettes of BEHR®, Benjamin Moore®, Sherwin-Williams® and PANTONE®†. PERMACOLOR Select and color kits will be among the first products to receive our new, premium packaging.











# **HYDRO BAN® Bonding Flange** and Tile-In Drain

Redesigned and streamlined with direct feedback from installers in the field, our next generation of tile-in drains and bonding flanges are intended to work with a greater number of tile types, sizes, and thicknesses.

Whether used for a mud installation, or in conjunction with preformed components like those found in the HYDRO BAN® Shower Systems, these new improvements are aimed at providing the best installer experience. Available in three different finishes plus a tile-in version, the HYDRO BAN Bonding Flange and Tile-In Drains will now also be available in contractor 10 packs for added convenience.















The newest solution to changing building codes and complex wall systems – Air Barrier C3. Air Barrier C3 gives you a new option for your customers, creating a continuous class 3 air barrier in an easy single coat application.

Compatible with a wide variety of installation methods and designed to meet the latest building codes, Air Barrier C3 can greatly improve





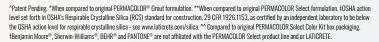








AIR BARRIER C3



"For generations, LATICRETE has been the brand that installers and designers turn to for exceptional customer service and innovative products. Our goal with this Brand Promises campaign is to formally communicate the key commitments that are already ingrained in our company's DNA, while also ensuring they are incorporated into our strategy and receive the resources, focus and investment to maintain them as priorities."







### ROOTED IN INNOVATION, GROWING FOR EXCELLENCE

### **OUR BRAND PROMISES**



**INNOVATIVE** 



**COMMITTED TO SUSTAINABILITY** 



**ENABLING ICONIC DESIGNS** 



**TRUSTED FOR LIFE** 



**BEST INSTALLER EXPERIENCE** 



**OUR CUSTOMERS ARE OUR FAMILY** 

