



MVP NEW PRODUCT OVERVIEW

2023 Launch Window 1

We're proud to show you the latest innovative products from LATICRETE.

Launching in February of 2023, these new additions support our brand promises to you and are designed to help increase your productivity and provide a safer installation for you and your customers.



OUR BRAND PROMISES



INNOVATIVE



COMMITTED TO SUSTAINABILITY



ENABLING ICONIC DESIGNS



TRUSTED FOR LIFE



BEST INSTALLER EXPERIENCE



OUR CUSTOMERS ARE OUR FAMILY

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.

Scan here to access your LATICRETE MVP Portal

PERMACOLOR® Grout[^]

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[†] 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[^]

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 AnyColor™ 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.



Air Barrier C3

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 a building's efficiency, providing long-term energy savings over the life of the structure. When used alongside the LATICRETE Masonry Veneer Installation System (MVIS™), you can supply installers with the industry's most comprehensive system solution for thin veneer masonry installations, all backed by a best-in-class warranty.



*Patent Pending. **When compared to original PERMACOLOR® Grout formulation. **When compared to original PERMACOLOR Select formulation. †OSHA action level set forth in OSHA's Respirable Crystalline Silica (RCS) standard for construction, 29 CFR 1926.1153, as certified by an independent laboratory to be below the OSHA action level for respirable crystalline silica - see www.laticrete.com/silica. ** Compared to original PERMACOLOR Select Color Kit box packaging. †Benjamin Moore®, Sherwin-Williams®, BEHR® and PANTONE® are not affiliated with the PERMACOLOR Select product line and or LATICRETE.

“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 .”

— Patrick Millot, CEO



Snap for more information.



ROOTED IN INNOVATION, GROWING FOR EXCELLENCE

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