



NEW PRODUCT LAUNCH OVERVIEW

2024 Launch Window 2

Discover new finish options and extensive customization potential with our latest product launches. Introducing solutions to enhance your projects with ease, efficiency, comfort, and style.

Check out our newest product additions available September 2024

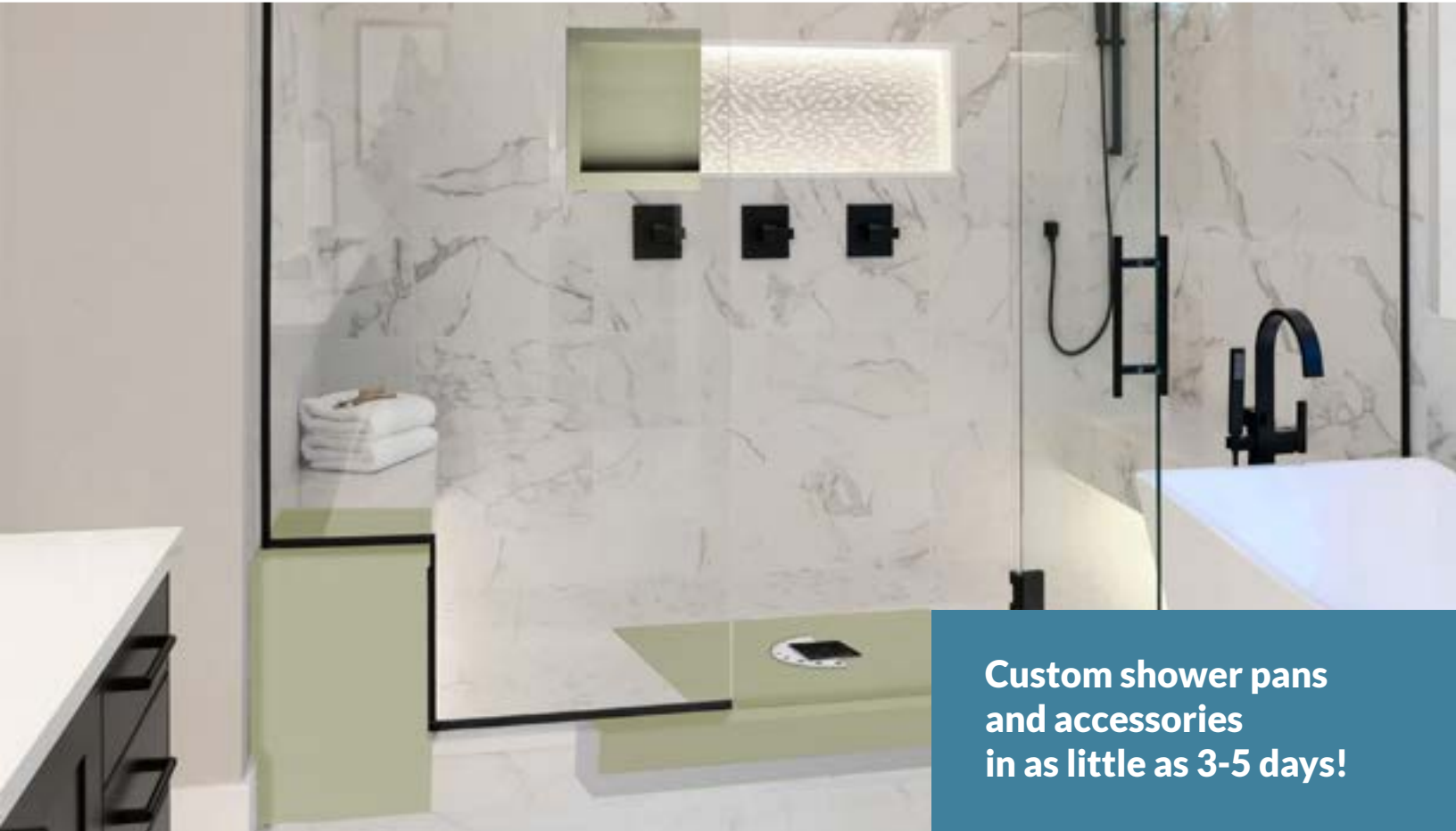




Looking for more information on these products?
Visit the LATICRETE New Product Portal at laticrete.com/newproducts

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

Scan here to access the LATICRETE New Product Portal.



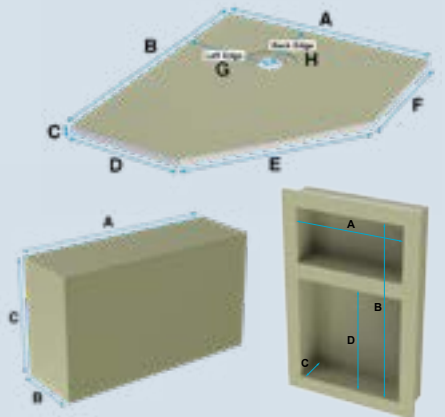
**Custom shower pans
and accessories
in as little as 3-5 days!**

Rapid Custom Shower System

Introducing the new Rapid Custom Shower System online ordering portal for HYDRO BAN® shower system products, designed to help you expand your options and meet the diverse needs of your projects. You now have access to a wide range of customizable finishes, sizes, and drain configurations for all shower components including pans, niches, benches, seats, and other accessories. Customization is fully compatible with HYDRO BAN linear and point drains for a complete coordinated design.

The user-friendly custom ordering portal allows you to quickly broaden your shower system options at the click of a button, making it easy to order the size and drain configurations needed for your projects. Pre-waterproofed options are also available if selected at the time of order.

Benefit from instant quotes for quick decision-making, and full technical and customer service support. Customized shower system products are compatible and coordinate with the complete HYDRO BAN shower system, providing you with a single source supplier and a comprehensive lifetime system warranty.*



*See Data Sheet 230.99 for complete warranty information.



NEW

STRATA_HEAT™ Programmable LCD Thermostat

Choose the STRATA_HEAT™ Programmable LCD Thermostat for easy setup with a built-in GFCI for safety. Offer your customers maximum comfort and savings with advanced floor control and reduced heating costs, backed by a lifetime system warranty*. The programmable thermostat features a user-friendly touch pad display and a full-color LCD that ensures quick and simple setup and use for your customers.

With the addition of the new STRATA_HEAT Programmable LCD Thermostat, you can now offer your customers three options for temperature control, ranging from a standard manual version to smart Wi-Fi enabled thermostats.



Profiles & Trims – 40 Coordinating Grout Colors

NEW

Create cohesive, color coordinated looks across your entire project. Readily available in multiple shapes, heights, and corner pieces, you can now select from a full palette of grouts, sealants and caulks to tie your design together. From inspiration to realization, your project's color story starts and ends with LATICRETE.

Now Available
in 40 Colors



For the Builders of a Better World™

At LATICRETE, we are dedicated to supporting and empowering the professionals who build our communities, providing innovative solutions, exceptional quality, and unwavering support to improve the built world and the lives of those who build it.

