



PERMACOLOR® Select⁺



**Highest performing
cementitious grout**

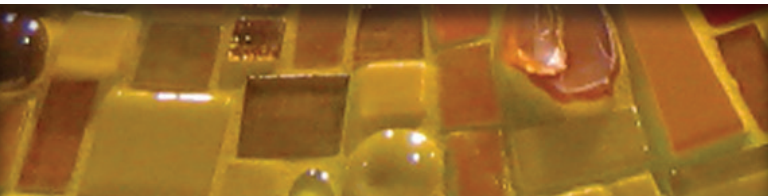


Stronger and more stain resistant.

PERMACOLOR® Select is an advanced high performance two-part cementitious grout system with a neutral base mixture and the industry's first dispersible dry pigment solution for color selection.

With a new-and-improved formulation, PERMACOLOR Select now provides increased strength and enhanced stain resistance to hold up to the most demanding commercial and residential installations.

PERMACOLOR Select Color Kits allow you to carry one grout base and still provide a vast selection of color options to your customers. Choose from 150+ stocked colors, including all 40 LATICRETE® standard colors and the top selling competitor's colors. Or use the AnyColor™ program to select custom colors to match the style of any project.





Industry Leading Innovative System

- **20% increased strength**** providing a higher compressive and tensile strength, longer life and resistance to wear and tear
- **20% enhanced stain resistance**** significantly reduces maintenance and makes installations look newer for longer by preserving its original color
- Easier to spread and clean means faster installations with less labor and hassle
- Provides a vast array of color options with the AnyColor™ program
- **Exceeds ANSI A118.7**, the highest cementitious grout standard ensuring durability and stain resistance
- **Formulated without sand**[†] containing no respirable crystalline silica levels that exceed the OSHA action level[‡] for a safer work environment
- For joints 1/16" to 1/2" (1.5 mm to 12 mm) wide on floors or walls, in both interior and exterior applications; ideal for submerged installations
- 5 year shelf life for color kits minimizing the risk of product degradation; 2 year shelf life for grout base performance

How does the system work?

- 1** Choose your PERMACOLOR® Select Color Kit.
- 2** Add self-dissolving color pigment packet to pre-measured water.
- 3** Add PERMACOLOR Select Grout Base and mix.



NEW 10 lb
(4.5 kg) bag



8 lb (3.6 kg) carton

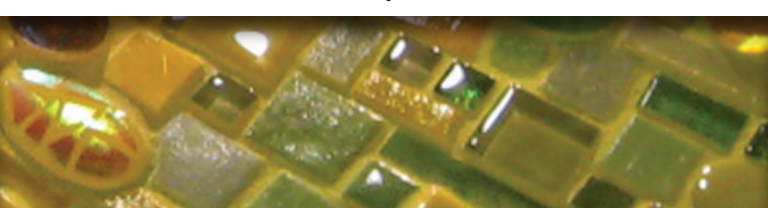
NEW Color kits offer **40% less packaging in a new compostable bag** and packaged in single units for a **1:1 mix ratio** with base.

And reduce your inventory too! With the PERMACOLOR Select grout system, you can easily access and carry a warehouse of colors; one grout base can be used with any and all PERMACOLOR Select Color Kits. It's easier than ever to offer an array of colors to your customers and have them on hand, reducing pallet space and overall inventory. PERMACOLOR Select Color Kits can also be used with PERMACOLOR Select NS (Non-Sanded) Grout Base and select LATICRETE adhesives to achieve more color options.^^

Backed by an industry leading **lifetime system warranty***, the PERMACOLOR Select grout system provides designers and installers with a superior product that offers endless color and design options, while providing customers long lasting beauty.



MICROBAN



AnyColor™

Custom Color Program

With the AnyColor™ custom color program, there are no limits to your grout color choices. Simply choose a Pantone®#, BEHR®#, Sherwin-Williams®# or Benjamin Moore®# color from their vast color palettes and your customized PERMACOLOR Select Color Kits will be ready in less than two weeks.

Special edition colors also available including the Pantone® color of the year

Pantone® Viva Magenta

Behr® Blank Canvas

Sherwin Williams® Redend Point

Benjamin Moore® Raspberry Blush



Scan to learn more about AnyColor™

**Vibrant consistent color.
Resistant to efflorescence.**



Scan for more
information and video

[†] Patent pending. * See Data Sheet 230.99 for complete warranty information. ** 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. †† Pantone®, BEHR®, Sherwin-Williams®, and Benjamin Moore® are not affiliated with the PERMACOLOR Select product line and/or LATICRETE International, Inc. ^ When mixed with PERMACOLOR Select Base. ^^ LATICRETE makes no guarantee on color match to our grout color selection tools. This process/method can be used to create a colored adhesive mortar to facilitate the installation of translucent, transparent, opaque glass mosaics and other finishes where cleaning adhesive mortar from the joints is a challenge. Do not use colored adhesive mortar as a substitute for grout. Always conduct a test area to validate performance and results.



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