



June 2021

Attention LATICRETE MVPs – **Launch Window 2, July 2021 is right around the corner!**

As we approach mid-year, LATICRETE is gearing up to bring you an exciting lineup of new products across multiple categories, including Tile and Stone Installation & Care Systems, Concrete Remediation, and Resinous Coatings. We've expanded in key product groups and upgraded a select number of existing products to enhance your offering of LATICRETE® products.

We are excited to introduce to you:

- **HYDRO BAN® XP** - The pinnacle of liquid applied waterproofing, HYDRO BAN XP adds to the brand legacy additional features and functionality only worthy of the HYDRO BAN name. This **fast-curing** product feels just like HYDRO BAN during application, but HYDRO BAN XP can be used in **steam rooms/showers** and can effectively perform in near **freezing temperatures**, extending the capabilities of our liquid-applied waterproofing into new territories.
- **HYDRO BARRIER™ Plus** - A NEW, ENHANCED version of our popular waterproofing membrane, HYDRO BARRIER. How is it enhanced? New product capabilities allow for **fabric to NO longer be required**, enables a **quicker** time to flood test (from 24 hr to 12 hr), and the **warranty** has increased from 5 to 10 years. Win/win/win!
- **Skim Lite** - This high-performance, lightweight, polymer fortified preparation and repair mortar contains **no respirable crystalline silica** levels that exceed the OSHA action level†. The non-sanded formula is easy to work with, fast drying and features a smooth easy-to-trowel consistency unlike anything else on the market. LATICRETE is setting a **new performance standard for skim**.
- **PERMACOLOR® Select Special Edition Colors** - The latest surface trends and the most versatile grout pigment system in the industry intersect to form our Special Edition Grout Color program. Through benchmarking **market trends** and consulting with **industry experts**, we have selected 5 new colors for our PERMACOLOR Select high-performance grout, ranging from conservative to progressive.
- **SPARTACOTE® Epoxy Products and NEW Pigment System** - Our new Universal Pigment system may be used in all clear SPARTACOTE resins, including polyaspartic, epoxy and urethane. **One for all**. The system is available in 13 standard colors, but pigments are now also available in our **AnyColor custom color matching** program. If it can be imagined, we can match it. Also, our Epoxy Surface Build products have been reformulated for easier use and higher performance.
- **STONETECH® with MICROBAN®** - We have included this safe and powerful antimicrobial additive to our STONETECH sealer products. Now more than ever, people want their surfaces clean, and our sealers now **inhibit the growth** of most common bacteria, yeasts, molds and fungi and work to disrupt the growth and reproduction of microorganisms. The MICROBAN protection is effective for the lifetime of the sealer too - **protection that LASTS**.

For more information on these great products, check them out here on your LATICRETE MVP Portal: laticrete.com/mvp-portal. Contact your local LATICRETE Distributor or Sales Representative with any questions on these products or to schedule a training.

Best regards,

A handwritten signature in black ink, appearing to read "Spencer Maheu".

Spencer Maheu
Director of Product Management, North America

† 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

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