



December 2023

Attention LATICRETE Partners – Launch Window 1, February 2024 is right around the corner!

The new year is upon us and that means a lineup of new products will be here soon! We're bringing you extensions to core product lines and a consolidation of multiple primers into a single new product. We have strategically expanded our product offering to support you in serving your customers better!

We are excited to introduce:

- **HYDRO BAN® Matte Black Drain Grates** – Ride the new wave of design trends. As a cosmetic enhancement to the current [HYDRO BAN® Shower System](#) offering, matte black drains will offer a new finish to customers for both our bonding flange and linear drains, aligning with current fixture and hardware trends. This new finish will be promoted with our recently launched [Profiles & Trims](#) product line, enabling a completely color-coordinated, warrantied system.
- **STRATA_MAT™ 54 ft² (5 m²) Roll** – Customers asked, we listened. The most commonly requested uncoupling mat size configuration [to better accommodate residential/smaller space installations](#), the new 54 ft² (5 m²) STRATA_MAT™ roll will deliver the easy handling of sheets with the seamless installation benefits of rolls. Featured in an attractive point-of-sale, 6-piece floor merchandiser, these rolls can easily be displayed in showrooms to help generate awareness and increase sales.
- **Primer Plus** – Streamlined and simplified primer offering. The NXT® Primer, SUPERCAP® Primer Plus, and FRACTURE BAN® Primer products are now covered by this single product and will be discontinued upon launch. Primer Plus is a premium, multi-purpose primer designed to increase bond strength and maximize the performance of self-leveling underlayments and crack isolation peel and stick membranes on concrete, gypsum, wood and more. This high-performing concentrate is formulated with nanoparticles to penetrate deep into substrates while offering superior adhesion for long-lasting interior applications. Consolidating to this versatile primer not only means simplifying the product selection process, but less inventory!

For more information on these great products, visit your LATICRETE New Product Portal: laticrete.com/public-portal. Contact your local LATICRETE 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
Senior Director of Product Management, North America