



August 2024

**Attention LATICRETE Partners – Launch Window 2, September 2024 is right around the corner!**

September is approaching, bringing an exciting line-up of new products for you and your projects. We're introducing extensions to our core product lines and a significant addition to our shower system platform. These strategic expansions are designed to support you in better serving your customers and enhancing your product offerings.

Here's a look at the new products:

- **Rapid Custom Shower System Ordering – Seamless design and delivery, to project.** Our NEW streamlined custom shower pan offering and ordering portal targets the installer who wants to customize their HYDRO BAN® shower system for the ideal job-specific design, and want their custom design in under a week! All pre-formed shower system components (pans, niches, benches, seats, curbs, and other accessories) are available for customization and can be ordered either pre-waterproofed or uncoated to best align with user preference. This new DIRECT TO CUSTOMER custom offering allows us to be the ONLY single-source supplier in this space, making the ordering process even easier for projects.
- **STRATA\_HEAT™ Programmable LCD Thermostat – Customers asked, we listened.** Featuring an easy-to-navigate touch pad display, the STRATA\_HEAT Programmable LCD Thermostat (non-WiFi) ensures effortless setup and use, while its full-color LCD screen provides clear visibility from any angle. Offering three modes – automatic schedule, manual, and frost-protect, – it can be used manually or programmed specifically to meet your floor heating needs. You can also program different temperature control by week, weekday/weekend, and daily.
- **Profiles & Trims in All 40 LATICRETE® Standard Colors** – We are now the first and ONLY manufacturer to offer you a **COMPLETE COLOR COORDINATED** system of Grouts, Caulks & Sealants, and Profiles & Trims, giving you the ability to create seamless looks across your entire project. To get you the materials you need faster, we are expanding our domestic stock inventory of profiles to include all 40 standard grout colors. The top 20 colors will be available in three shapes and three sizes, offering 9 distinct profiles per color. The remaining 20 colors will be stocked in L-Shape only and in two sizes, with special orders available for other shapes and sizes, lead times apply.

For more information on these great products, visit your **LATICRETE New Product Portal**: [laticrete.com/newproducts](https://www.laticrete.com/newproducts). As always, your local LATICRETE Sales Representative is available to you for 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

**For the Builders of a Better World™**