



March 2025

Attention LATICRETE Partners – Exciting updates are coming for our Spring Launch in April 2025.

I'd like to introduce myself as I've recently rejoined the LATICRETE team, now overseeing Product Management—a role that feels like coming home after having previously spent eight amazing years at LATICRETE from 2006 to 2014. With that said, I am eager to continue helping drive innovation and getting to know and support you.

In alignment with our mission to provide you with premium building solutions, we are excited to share key innovations and products designed for you, **For the Builders of a Better World™**. We're introducing a new acquisition to improve service and availability of one of our key product lines, a new UL fire-resistant safety certification for our trusted self-leveling underlayments, a core line extension for our tile and stone adhesives, and a new pedestal system for raised decking, pavers and tile.

Here's a snapshot of what you can expect:

- **Profiles & Trims – Investing for the future.** We are thrilled to announce our acquisition of a majority stake in fuma-Bautech, a leading German profile manufacturer and the exclusive supplier to LATICRETE for the United States and Canada for the last two years. This investment strengthens our ability to expand our product development capabilities and increase inventory and operational efficiencies, allowing us to better support you and your projects.
- **UL Certification for Select Underlayments – Fire-rated solutions for better installations.** Building on a legacy of leading cement-based self-leveling underlayments, four trusted LATICRETE SLUs are now UL-certified for fire resistance, setting a new standard for safety and performance in construction: NXT® Level, NXT Level Flow, SC500 & SC500 Plus.
- **SURE SET® LHT – Engineered for versatility.** Say hello to your new all-in-one entry level adhesive. Engineered for large and heavy tile, thin-bed, and wall installations, SURE SET LHT delivers non-sag and non-slump performance that contractors can rely on, available in a convenient 44lb bag size.
- **NXT® Pedestals – New innovations for elevated floors.** Raised decking, paver, and tile installations just got a whole lot simpler with the NXT Pedestal System. Designed primarily for outdoor flooring, terraces, and rooftop decks, the NXT Pedestal System increases the speed of installation while offering unparalleled design flexibility and adaptability to any number of installation challenges.

For more information on these great products and updates, keep an eye out for email communications and visit: 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 that reads "Kenneth A. Barnum".

Kenneth Barnum
Senior Director of Product Management, North America

For the Builders of a Better World™