



February 2020

To the LATICRETE MVPs - **You Told Us – We Listened!**

With 2020 now upon us, the LATICRETE Team is excited to announce changes happening within the new product introduction (NPI) cycle. Starting this year, all NPIs from LATICRETE will be grouped into 2 “Launch Windows” annually.

- Launch Window 1 (LW1) – **FEBRUARY**
- Launch Window 2 (LW2) – **JULY**

What does this mean for you? With this schedule, we look forward to a new product introduction cycle that can drive some great benefits:

- Consolidated launch communications and online content landing page
- Streamlined launch preparation and training
- More impactful distributor/contractor launch events
- Less inventory management risk - no Q4/year-end launches

This improved schedule will help you more effectively test, train with and bring these new products into your jobs. Be the leader in your market with the new products and training resources that only LATICRETE has to offer!

Access the MVP Portal [laticrete.com/mvp-portal](http://laticrete.com/mvp-portal) for details on the 2020 LW1 products launching THIS MONTH. We are excited to introduce:

- **SPECTRALOCK® 1 - SHIPPING February 24th**
  - Pre-mixed grout with epoxy performance. The ONLY pre-mixed that meets ANSI A118.3 performance standards.
- **LATICRETE® SELECT-BOND™ - SHIPPING February 21st**
  - World’s first customizable adhesive system. Kill inventory. Drive productivity.
- **3710 Lite Mortar & 3701 Lite Mortar R - SHIPPING NOW!**
  - Lightweight, respirable crystalline silica-free mortars, ideal for vertical and overhead applications.
- **SPARTACOTE™ Flex XPL Low Gloss - SHIPPING February 24th**
  - High solids, low VOC and low gloss resinous floor polyaspartic top coat for decorative and protective applications.

Contact your local distributor or LATICRETE Sales Representative for answers to any questions or scheduling training.

Best regards,

Spencer Maheu  
Director of Product Management