February 2020

Dear LATICRETE MVP,

LATICRETE, the industry leader in innovative high-performance solutions for the installation of tile and stone, is pleased to introduce another industry first, the new LATICRETE® SELECT-BOND™ adhesive system. Designed to help you be more profitable and more efficient.

The LATICRETE SELECT-BOND system consists of a highly versatile polymer-modified adhesive designed to be used either alone or with one of three LATICRETE SELECT-BOND Kits for additional performance. When used alone, LATICRETE SELECT-BOND adhesive can be used for both thin-bed and Large & Heavy Tile installations. It exceeds both ANSI A118.4 and A118.11 (Plywood) and is available in 25lb (11.3kg) bags in both grey and white. LATICRETE SLECT-BOND Kits can be mixed with LATICRTETE SELECT-BOND adhesive to provide additional enhancements – Rapid Setting, Non-Sag and High Performance ANSI A118.15

The LATICRETE SELECT-BOND system allows you to create the adhesive you need when you need it. Kits are premeasured and packaged in water soluble packets – no measuring and no mess, simply drop in your mixing water. LATICRETE SELECT-BOND allows you to replace a truckload full of adhesives with a modular adhesive system with a fraction of the space at a fraction of the cost.

The LATICRETE SELECT-BOND Adhesive System provides all these benefits:

- Always have the right adhesive on site
- No need to risk using a sub-optimal product or rush back to your distributor
- Reduce your adhesive inventory
- Convenient premeasured, packages
- Water soluble, no mess packaging

LATICRETE SELECT-BOND will be available for shipment on February 21, 2020.

We are very excited about the launch of this latest addition to the LATICRETE adhesive product line and hope you are as well. If you have any questions, please contact me or your LATICRETE Technical Sales Representative. Thank you again for supporting LATICRETE!

Regards,

Jonathan Scott
Senior Product Manager - Adhesives

Globally Proven Construction Solutions