



January 2023

Attention LATICRETE MVPs – **Launch Window 1, February 2023 is right around the corner!**

The year 2023 is upon us, and with a new year comes another exciting line-up of new products. We're bringing you new products across multiple categories, including grout, shower systems and an air barrier product to complement our industry-leading MVIS™ system. We have strategically expanded our building envelope offering and innovated in chemistry and design to upgrade some legacy products!

We are excited to introduce:

- **PERMACOLOR® Grout and PERMACOLOR Select** – Our **NEW and IMPROVED** formulas come with industry-leading strength and stain resistance. Fast-setting, easy to work with and now formulated without sand[†], these products are **safer to use and set a new benchmark for cementitious grout performance.**
- **HYDRO BAN® Bonding Flange and Tile-In Drain** – **We've listened.** Our bonding flange and tile-in drain design now has the versatility and ease of use that you have been asking for. The streamlined design makes shower installations easier and is now **compatible with tile as thin as 1/8" (3 mm).**
- **Air Barrier C3** – This Class 3 air barrier is a single coat, single component, liquid-applied, water-based product designed to complement the LATICRETE® Masonry Veneer Installation System (MVIS). It enables/improves the performance of building materials within the wall assembly by controlling the passage of air and moisture through it. **Air barriers are a critical component of the building envelope,** helping to improve indoor air quality, reduce energy costs and efflorescence, and inhibit mold growth and building material degradation.

For more information on these products, visit laticrete.com/mvp-portal.

Contact your local distributor or LATICRETE Sales Representative with any questions or to schedule a training.

Best regards,

A handwritten signature in black ink, appearing to read "Spencer Maheu".

Spencer Maheu
Director of Product Management, North America

[†]OSHA action level set forth in OSHA's Respirable Crystalline Silica (RCS) standard for construction, 29 CFR 1926.1153, as certified by an independent laboratory to be below the OSHA action level for respirable crystalline silica - see laticrete.com/silica

Globally Proven Construction Solutions