



June 2022

Attention LATICRETE MVPs – **Launch Window 2, July 2022 is right around the corner!**

Mid-year is here (wow, where has 2022 gone?!), and with July around the corner you can expect a lineup of new products. We're bringing you new products across multiple categories, including Resinous Coatings & Floor Finishes, Concrete & Substrate Preparation, Tile, Stone & Surface Care and our Masonry Veneer Installation Systems (MVIS™). We have strategically streamlined our offering in moisture mitigation products, upgraded some existing products and of course, **innovated!**

We are excited to introduce:

- **SPARTACOTE® PRIME-N-GO™** – This high performance, **no preparation primer** can eliminate extensive substrate preparation requirements on jobs. SPARTACOTE PRIME-N-GO is compatible with SPARTACOTE Epoxy and Polyaspartic products. **Save time and money** on your next resinous coatings installation.
- **VAPOR BAN™ E** – **We're simplifying your lives (and ours)!** Our range of epoxy moisture mitigation products across multiple product lines (NXT® Vapor Reduction Coating, SUPERCAP® Moisture Vapor Control, and SPARTACOTE Moisture Vapor Barrier) will be consolidated into one product, VAPOR BAN E. VAPOR BAN E is a single-coat, 100% solids, liquid applied 2-part epoxy coating. It is designed to control the moisture vapor emission rate from concrete slabs prior to installing underlayment or surface installations. Up to 100% Relative Humidity (RH)! **1 product, multiple applications, total compatibility.**
- **STONETECH® Heavy Duty Grout Sealer** – **Now with Microban® Antimicrobial Protection!** This water-based penetration grout sealer prevents stains and now continuously inhibits the growth of bacteria, mold and mildew on grout surfaces.
- **STONETECH GroutUp™** – **Grout, seal and defend in one easy step with our new grout additive.** This additive UP-grades your grout's performance with stain and antimicrobial protection. Infused with STONETECH fluoro-sealer technology, this water-based formula repels stains and inhibits the growth of bacteria, mold and mildew in sanded and unsanded cement-based grouts. (STONETECH GroutUp replaces STONETECH Stain Protecting Grout Additive and LATICRETE® Grout Enhancer 1776)
- **MVIS Premium Pointing Mortar** – **We've taken the innovative PERMACOLOR® Select grout pigment system and brought it to MVIS.** MVIS Premium Pointing Mortar Base is a high performance and fast setting masonry pointing mortar that is specifically formulated to be compatible with glazed brick, porcelain pavers and other low porosity veneers. MVIS Premium Pointing Mortar Base utilizes the industry's first dispersible dry pigment solution which increases color options. No longer will a customer's design be limited by traditional pointing mortar colors. They will now have access to 40 standard PERMACOLOR Select colors and thousands of options with the ANYCOLOR™ program, making their installation look the best it possibly can!

For more information on these great products, check them out here: [laticrete.com/mvp-portal](https://www.laticrete.com/mvp-portal)

Contact your local Distributor or LATICRETE Sales Representative with any questions on these products.

Best regards,

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

Spencer Maheu
Director of Product Management, North America

Globally Proven Construction Solutions