



NEW PRODUCT LAUNCH OVERVIEW

2024 Launch Window 1

Check out our newest product additions, shipping February 2024.

- Uncoupling membranes in new-and-improved configurations.
- New matte black drain finishes.
- A single versatile primer product.

Strategically expanding our product offering to support you!



Scan here to access the LATICRETE Portal.

Looking for more information on these products?
Visit the LATICRETE New Product Portal to download the latest marketing assets.
laticrete.com/public-portal

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



NEW

HYDRO BAN® Matte Black Drain Grates

Experience the allure of matte black drains for a bold, modern finish. Enhance your shower projects with the durability and style of these beautiful new grates, available for both bonding flange and linear drains.

This new finish will be promoted with our recently launched Profiles & Trims, which also offers matte black finishes, enabling a completely color-coordinated, warranted system for your next shower installation project.





STRATA_MAT™ 54 ft² Roll

NEW

The latest addition to the STRATA_MAT line is a convenient 54 ft² size roll, designed specifically to meet the demands of smaller residential spaces.

This new roll size combines the user-friendly handling of sheets with the seamless installation advantages of rolls. Displayed attractively in a 6-piece floor merchandiser at point of sale, these rolls are perfect for showrooms, making it easy to promote awareness and boost sales.



NEW

Primer Plus

Simplify the product selection process and reduce inventory with one versatile primer!

We now offer Primer Plus in place of NXT® Primer, SUPERCAP® Primer Plus, and FRACTURE BAN® Primer. This premium multi-purpose primer is designed to increase bond strength and maximize the performance of self-leveling underlayment and crack isolation peel and stick membranes on multiple interior substrates. It's a high-performing concentrate formulated with nanoparticles that penetrate deep into substrates to prevent the absorption of moisture while delivering superior adhesion to ensure a long-lasting application. Add peace of mind to your installation and ensure it's 100% adhered.



“For generations, LATICRETE has been the brand that installers and designers turn to for exceptional customer service and innovative products. Our goal with this Brand Promises campaign is to formally communicate the key commitments that are already ingrained in our company’s DNA, while also ensuring they are incorporated into our strategy and receive the resources, focus and investment to maintain them as priorities .”

— Patrick Millot, CEO



Scan for more details on our Brand Promises.



ROOTED IN INNOVATION, GROWING FOR EXCELLENCE

OUR BRAND PROMISES



INNOVATIVE



COMMITTED TO SUSTAINABILITY



ENABLING ICONIC DESIGNS



TRUSTED FOR LIFE



BEST INSTALLER EXPERIENCE



OUR CUSTOMERS ARE OUR FAMILY



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