



January 2021

Dear LATICRETE MVP,

Our product development team is pleased to introduce our newest innovation which was developed specifically **to target the grow room and indoor farming markets, two rapidly expanding market segments** that are poised for substantial growth over the coming years.

The **SPARTACOTE™ Lux Additive**, a unique patent-pending additive designed to maximize light usage and increase reflectivity of the final coated surface. Used in conjunction with **SPARTACOTE FLEX PURE™**, it increases the energy efficiency of the overall system leading to utility savings and improved return on investment.

The **SPARTACOTE Lux Additive** is an integral part of the **SPARTACOTE High Yield System**.

Competitively priced, the **SPARTACOTE High Yield System** offers growers and cultivators the following features and benefits:

- Seamless Installation - Reduces the accumulation of bacteria, mold and fungi making cleaning easier
- Maximizes Light Usage - Lower energy costs, higher plant yield and qualify for state and federal energy savings programs
- Anti-Microbial Clinical Plus Topcoat - Stops the growth of bacteria in the coating
- High Chemical Resistance - Able to withstand chemicals from washdown and fertilizers
- Rapid Return to Service - Minimizes downtime and interruption
- Horizontal & Vertical Application - Allows for maximum reflectivity from floors and walls

On the [MVP Portal](#), you will find the following information:

- SPARTACOTE Lux Additive Data Sheet
- SPARTACOTE Lux Additive Safety Data Sheet
- SPARTACOTE High Yield System Sell Sheet

The **SPARTACOTE Lux Additive** will be available for shipment on February 8, 2021 and comes in a 1 gal (3.8L) short-filled can with 0.75 gal (2.8L) of material. The product SKU is 9360-0001-2.

We are very excited about the launch of this latest addition to the LATICRETE® Resinous Coatings product line and hope you are as well. If you have any questions, please contact me or your LATICRETE Distributor or LATICRETE Technical Sales Representative.

Sincerely,

A handwritten signature in black ink, appearing to read "B. Lampi".

Benjamin Lampi
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Globally Proven Construction Solutions