



January 2021

Dear LATICRETE MVP,

Here at LATICRETE we take floor heat seriously, so when it was time to refresh our current line-up, we did so with a specific focus on productivity and performance. When you combined our new patented **STRATA_HEAT™ Mat** with our new patent pending **STRATA_HEAT Spliceless Wire**, you are looking at one of, if not the most innovative radiant floor heat systems on the market today. All these additions are designed to seamlessly integrate into our existing system. These new additions to the line will be available in February of 2021. Below is a snapshot of the key SKU information.

STRATA_HEAT™ Line Additions		
TYPE	SKU	DESCRIPTION
Floor Membrane (Roll)	0179-0161-H	STRATA_HEAT Mat 161 ft ² (15 m ²)
Floor Membrane (Sheets)	0179-1082-H	STRATA_HEAT Mat 10 x 8.6 ft ² (.8 m ²)
Heat Wire	Various (18 in total)	120V / 240 V STRATA_HEAT Wire

The new **STRATA_HEAT Mat** is designed to make installation quick and painless. The Mat features a translucent finish that allows you to see and marry-up with existing chalk/laser lines, as well as verify thin-set coverage for a bond that is second to none. The castellations (raised portion of the mat) feature our exclusive hydration vents, that allow for use with modified thin-sets and lead to quicker cure time.

As for the new **STRATA_HEAT Spliceless Wire**, the beauty lies in its minimalistic design, by way of an industry first innovation. No longer will you need to bury the cold lead and termination joints! The new design will feature a single diameter throughout the length of the wire. This means no more cutting out a part of the mat and/or sub-floor, when installing the **STRATA_HEAT Wire**. This new wire will help cut down installation times and potential errors, thus enhancing the quality of the installation and the system performance.

The new **STRATA_HEAT Mat** will come in two different configurations, a 161 ft² (15 m²) roll and in 8.6 ft² (.8 m²) individual sheets. The **STRATA_HEAT Spliceless Wire** will come in a wide variety of lengths from 50 linear ft (15.3 linear m) to 830 Linear ft (253 linear m), in both 120V and 240V.

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

- STRATA_HEAT MAT Data Sheet
- STRATA_HEAT Wire Data Sheet
- STRATA_HEAT Thermostat Data Sheet
- STRATA_HEAT Thermal Pack Data Sheet
- STRATA_HEAT Thermal Pack Safety Data Sheet
- STRATA_HEAT System Brochure
- STRATA_HEAT System Sell Sheet
- STRATA_HEAT Thermal Pack Sell Sheet

These new additions to the **STRATA_HEAT** family will be available for shipment on February 8, 2021. We are very excited about the launch of these enhancements to the LATICRETE® Radiant Floor Heating product line and hope you are as well. If you have any questions, please contact me, your LATICRETE Distributor or LATICRETE Technical Sales Representative.

Thank you for supporting LATICRETE!

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