



NEW PRODUCT LAUNCH OVERVIEW

2023 Launch Window 2

**A robust line of profiles and trims.
More lightweight installation solutions.
The latest special edition grout colors.
And a veneer mortar designed to meet
changing building codes.**

**Take a look at our newest products,
shipping July 2023!**



Scan here to access the LATICRETE Portal.

Looking for more information on these products?
Visit the LATICRETE 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

Profiles & Trims

Take your design to the edge™ with the all-new line of LATICRETE® Profiles & Trims – an unmatched offering of over 4,000 items, German-engineered and manufactured to meet the highest quality standards in the industry.

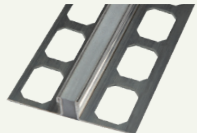
Choose from a broad range of premium materials, finishes, and colors in a multitude of shapes and sizes, compatible with a variety of flooring materials.

Take your design even further by complementing your profiles and trims to our most popular grout colors or choose custom colors as a part of the LATICRETE AnyColor™ program.

CORNER PROTECTION & SKIRTING PROFILES



EXPANSION JOINT PROFILES



STAIR NOSING & TRANSITION PROFILES



EDGING PROFILES



LED LIGHTING PROFILES



BALCONY PROFILES



254 PLATINUM™ Plus

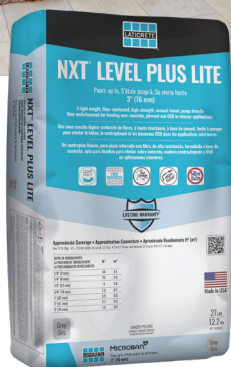
The ultimate lightweight thin-set, giving you the highest level of performance while making your job easier.

A 60-minute open time helps maximize your productivity and flexibility on the jobsite. This smoother, creamier formula is easier to trowel and work with, making installation a breeze. Best of all? A 25lb bag provides the same coverage as a 50lb bag of standard adhesive mortar, while providing you with unsurpassed bond strength!



NEW





NEW

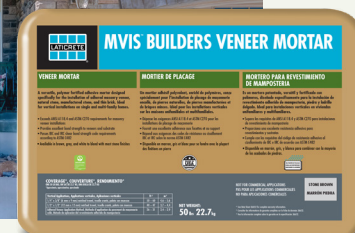
NXT® Level Plus Lite

Lightweight self-leveling underlayment meets heavyweight project challenges.

A premium lightweight, fiber-reinforced, cement-based underlayment designed for leveling a variety of interior projects using concrete, plywood, OSB, and gypsum substrates prior to the application of floor coverings. It's nearly 50% lighter than your standard cured SLU making it a great choice for building projects with load-bearing issues. The packaging is also 50% lighter, so it's easier to carry and handle.

This versatile, rapid-setting underlayment can be poured up to 4" (102mm) in depth to save you time and cost and produces a flat, smooth, and hard surface in as little as 24 hours. Pourable and pump-friendly, NXT Level Plus Lite offers consistent results, and contains no respirable crystalline silica levels that exceed the OSHA action level*.

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



NEW

MVIS™ Builders Veneer Mortar

New code changes are coming, meaning you'll soon have to use a polymer-modified mortar instead of Type-S mortars when installing thin brick and stone veneers. MVIS Builders Veneer Mortar meets these new standards, helping you stay ahead of the new changes.

MVIS Builders Veneer Mortar is designed for thin brick and thin stone veneer and is good for vertical, residential applications. Available in grey, brown, and white (white can also be tinted), making it ideal for stacked stone.



NEW & IMPROVED



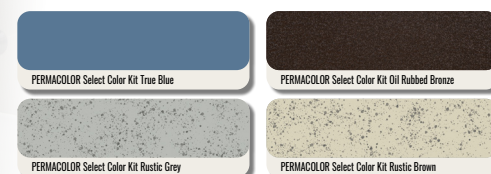
PERMACOLOR® Select AnyColor™ Special Edition Colors

Design your grout to match 2023 colors of the year.

With PERMACOLOR® Select AnyColor™, you can offer your customers these 2023 Special Edition colors inspired by the world's foremost paint and color experts.



Additionally, we have introduced exclusive Special Edition Colors and finishes to the 2023 LATICRETE lineup.



Color samples are guides only. LATICRETE does not warrant color matching the colors shown here or to any color guide produced. Actual performance and appearance related characteristics as intended for use will depend on job site conditions, lighting, installation techniques and may vary from this color flyer, color samples and color swatch on product packaging. Verify actual appearance and compatibility with a mock-up or field test area before installing. No claims for color shade variations will be honored. *Patent pending. BEHR® and Sherwin-Williams® are not affiliated with the PERMACOLOR® Select product line and/or LATICRETE International, Inc.



“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

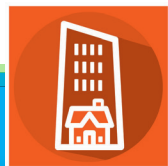
OUR BRAND PROMISES



INNOVATIVE



COMMITTED TO
SUSTAINABILITY



ENABLING
ICONIC DESIGNS



TRUSTED
FOR LIFE



BEST INSTALLER
EXPERIENCE



OUR CUSTOMERS
ARE OUR FAMILY



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