



June 2023

Attention LATICRETE Partners – **Launch Window 2, July 2023 is right around the corner!**

Mid-year is approaching, and that means a line-up of new products will be here soon! We're bringing you new products across multiple categories, including tile grouts and adhesive mortars, a new MVIS™ mortar, a new NXT® self-leveling underlayment and an entirely new category of products – PROFILES! We have strategically expanded our product offering to support you, your customers, and your projects, and are bringing products to the market that enable our users to do things they've never done with LATICRETE before!

We are excited to introduce:

- **Profiles & Trims – Take your design to the edge™.** Your choice for the broadest, deepest product ranges in the market with the utmost German-engineered quality and backed by our industry-leading warranty program and support. But, that's not all, we've taken it a step further. We are now the only manufacturer offering profiles in colors that complement their grout colors! Now, it is even easier to make installations look their best with grout and profiles that perfectly complement one another. And what's more, we can also make custom profile colors for larger jobs, as part of our innovative [ANYCOLOR™ program!](#)
- **NXT® Level Plus Lite – Sometimes less is more.** Our customers are our family, so we're always looking to give them the best experience possible. At a 27 lbs (12.2 kg) bag weight, this lightweight non-sanded self-leveling underlayment (SLU) weighs ½ that of a traditional SLU, making it easier and safer to carry and work with, and contains no respirable crystalline silica levels that exceed the OSHA action level†. Additionally, some structures are not rated to carry the full weight of a standard SLU, and at a cured weight of nearly 50% less than most standard SLUs or concrete, its load-bearing burden is significantly lower. High-performing and versatile, this fiber-reinforced underlayment is designed for leveling almost all substrates. Saving time and cost, it can be poured up to 3" (76 mm) in depth and produces a flat, smooth, and hard surface in as soon as 24 hours.
- **254 PLATINUM™ Plus – Next-generation technology for the KING of thin-set mortars.** This product's innovative chemistry offers all the performance you know and love about 254 PLATINUM, plus the additional benefits of a lightweight, non-sanded formula – also with a smooth creamy consistency and longer open time to give installers the best experience possible for even the most challenging applications, including optimal performance with gauged porcelain tile. Simply put, this thin-set DOES IT ALL.
- **PERMACOLOR® Select Special Edition Colors** – The **latest surface trends** and the **industry's most versatile grout pigment system** intersect to form our Special Edition Grout Color program. Through benchmarking market trends and consulting with industry experts, we have selected 6 colors to introduce to our PERMACOLOR Select high-performance grout system, which range from conservative to progressive. This extension of the ANYCOLOR program will be offered to customers in parallel with an opportunity to also offer their very own selected custom colors. You pick the colors, we match them! You can have your very own grout colors that only you can supply to your customers. Advantage - YOU.
- **MVIS™ Builders Veneer Mortar – Building codes are changing!** We've got your back – be ready for code changes with our new, polymer-modified adhesive mortar designed for residential applications.

For more information on these great products, check them out here on your LATICRETE Distributor Portal: [laticrete.com/public-portal](https://www.laticrete.com/public-portal). Contact your local LATICRETE Sales Representative with any questions or to schedule a training.

Best regards,

Spencer Maheu
Senior Director of Product Management, North America

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

Globally Proven Construction Solutions

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