You’ll never look at grout the same again.

Globally Proven Construction Solutions
INDUSTRY LEADING PERFORMANCE

PERMACOLOR® SELECT is an advanced high performance cement grout that offers the industry’s first dispensable dry pigment solution.

PERMACOLOR SELECT is designed for virtually all types of residential and commercial installations and offers optimum performance on the most demanding exterior or interior applications. Easy to mix, grout and clean, PERMACOLOR SELECT is fast setting and suitable for joints 1.5 mm to 12 mm wide on floors or walls; PERMACOLOR® SELECT FINE is suitable for joints from 1 mm to 6 mm.

- Exceeds ANSI A118.7 and achieves EN 13888: CG2WA
- Enhanced stain resistance — equipped with STONETECH® Sealer Technology
- Vibrant consistent colour — resists efflorescence
- High strength; fibre reinforced — crack and shrink resistant
- Fast setting — ready for foot traffic in 3 hours
- PERMACOLOR® SELECT Base — available in 5.5 kg bags (4 bags per box)
- PERMACOLOR® SELECT FINE Base — available in 3.6 kg bags (6 bags per box)
- PERMACOLOR® SELECT COLOR KIT — available in 52 LATICRETE colours
BUSINESS AND LOGISTICS INNOVATION

Until now, innovations in grout have only been within the actual product itself. PERMACOLOR® SELECT offers industry leading performance, but is also the first to innovate the business and logistics of grout — for you and your customers.

The true paradigm shift PERMACOLOR SELECT offers is how grout is ordered, inventoried, and sold — resulting in your business running more efficiently and much more profitably.

Carry only the inventory you need, when you need it. Think of the value of your current cement grout inventory, all of those bags and cartons just sitting on a shelf — money that can be saved or directed towards marketing and selling efforts to increase your sales and profits.

Save pallet space in your warehouse by eliminating inventory of individual bags for each colour you stock. Only two (2) pallet spaces are needed for the PERMACOLOR SELECT Base and one (1) shelf for the PERMACOLOR SELECT COLOR KIT pigment.
THE PIGMENT PACKETS ARE EASY TO MIX

Simply select your COLOR KIT.

Mix it with PERMACOLOR® SELECT BASE.

Then grout.
COLOR KITS ARE AVAILABLE IN 52 VIBRANT COLOURS

03 SILK
04 ARCTIC BLUE
05 PASTEL BLUE
06 LIMEADE
07 LEMONADE
08 CHERRY RED
13 LICHE
14 MOSS
16 SILTSTONE
17 MARBLE BEIGE
18 SAUTERNE
22 MIDNIGHT BLACK
23 ANTIQUE WHITE
24 NATURAL GREY
27 HEMP
30 SAND BEIGE
32 TURQUOISE
33 BOSTON
34 SANDSTONE
35 MOCHA
36 COPPER BEACH
37 CHAMBRAY
38 RIVER ROCK
39 MUSHROOM
40 LATTE
41 KASHMIR
42 PLATINUM
43 CHOCOLATE TRUFFLE
44 BRIGHT WHITE
45 RAVEN
46 QUARRY RED
47 CINNAMON
50 SEA GLASS
52 TOAST ALMOMD
53 TWILIGHT BLUE
55 TAWNY
56 DESERT KHAKI
57 HOT COCOA
58 TERRA COTTA
59 ESPRESSO
60 DUSTY GREY
61 PARCHMENT
66 CHESTNUT BROWN
67 AUTUMN GREEN
78STERLING SILVER
81 BUTTER CREAM
85 ALMOND
88 SILVER SHADOW
89 SMOKE GREY
90 LIGHT PEWTER
91 SLATE GREY
92 SALTILLO

Your business financials and operations improve, as well as your customer service.

- **Expanded colour availability and options**: Stock all LATICRETE colours—all without the inventory dollar investment or space requirements.
- **Improve order pick time and accuracy**: Picking and packing orders will be easier—no need to waste time searching for colours or moving bags and pallets.
- **Order fulfillment**: If you run out of a particular colour, COLOR KITS can be directly expedited to you or your customer with minimal shipping cost.
- **Reduce grout breakage**: Greatly reduce grout breakage through less handling and moving of inventory.
- **Reduce grout waste**: Carry only the inventory you need. Virtually eliminate leftover stock from previous jobs.
- **Unmatched value to your customers**: Many of the logistics and financial benefits you will gain from PERMACOLOR® SELECT will also be realized by your customers. Inexpensive COLOR KITS can be stored in their warehouse providing flexibility and options while avoiding excess inventory cost and space typically devoted to hundreds of grout bags.
The grout game has changed.