



**Media Contact:**  
Alexandra Ruffo, (214) 307-2317  
[alexandra@coopersmithagency.com](mailto:alexandra@coopersmithagency.com)

**LATICRETE Kicks Off 2019 SPECTRALOCK® “Work Hard. Play Hard.” Sweepstakes**

*One lucky recipient will win a brand new 2019 Jeep® Wrangler Sport*

**August 16, 2019, Bethany, Conn.** -- LATICRETE, a leading manufacturer of globally proven construction solutions for the building industry, has launched a prize promotion for its U.S. and Canadian customers (excluding Quebec) to celebrate the performance of its SPECTRALOCK® product line. SPECTRALOCK products are known for delivering high-quality results that offer contractors more time to enjoy themselves and less time dealing with call-backs. Now through the end of December, verified tile and stone installation contractors may enter to win monthly prize drawings, including kayak, tailgating and camping packages. The grand prize, a 2019 Jeep® Wrangler Sport, will be awarded in January of 2020 to one lucky winner at an off-site event in Las Vegas during The International Surface Event to conclude the “Work Hard. Play Hard.” sweepstakes.

“Just as much as LATICRETE values formulating products that make a lasting impact on the jobsite, the company values giving back to the customers that have helped drive our growth for the last six decades. Built durably to accommodate virtually every type of installation, SPECTRALOCK is the top contractor preferred epoxy grout line in the world,” said Ryan Blair, LATICRETE Senior Product Manager - Grouts & Sealant.

**Globally Proven Construction Solutions**

### **Prize Schedule:**

- July - Yeti® Prize Package
- August - Weber® Grill
- September - Kayak Adventure Package
- October - Cabela's® Gift Card
- November - Tailgating Package
- December - Ultimate Camping Package
- January - 2019 Jeep® Wrangler Sport

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*For entry and official rules with complete eligibility, prize descriptions, odds disclosure and other details, visit*

[www.spectralock.com](http://www.spectralock.com).

### **About LATICRETE**

LATICRETE is a leading manufacturer of globally proven construction solutions for the building industry. LATICRETE offers a broad range of products and systems covering tile & stone installation and care, masonry installation and care, resinous and decorative floor finishes, concrete construction chemicals, and concrete restoration and care including the SUPERCAP® System. For over 60 years, LATICRETE has been committed to research and development of innovative installation products, building a reputation for superior quality, performance and customer service. LATICRETE methods, materials, and technology have been field and laboratory proven by Architects, Engineers, Contractors and Owners. Offering an array of low VOC and sustainable products, LATICRETE® products contribute to LEED certification, exceed commercial/residential VOC building requirements, and are backed by the most comprehensive warranties in the industry. For more information, visit [laticrete.com](http://laticrete.com).

