



Media Contact:
Alli Smith, (214) 329-4477
alli@coopersmithagency.com

LATICRETE Announces 2020 Product Launches at Total Solutions Plus
SPECTRALOCK[®] 1 and LATICRETE[®] SELECT-BOND[™] offer significant product advancements to drive the industry forward

November 12, 2019, Bethany, Conn. -- At the 10th annual Total Solutions Plus conference, LATICRETE, a leading manufacturer of globally proven construction solutions for the building industry, gave attendees an exclusive sneak peek at two 2020 product launches that will move the needle forward for the industry. SPECTRALOCK[®] 1 is a pre-mixed, stain-proof grout with epoxy performance offering superior strength, rapid curing and the ability to be submerged while meeting more standards under ANSI A118.3 than any other pre-mixed grout on the market. LATICRETE[®] SELECT-BOND[™] is an adhesive system consisting of a highly versatile polymer-modified adhesive designed to be used either alone or with one of three LATICRETE SELECT-BOND Kits— Rapid, Non-Sag, and High-Performance— for additional performance enhancements. The system enables contractors to reduce the cost of inventory and the ability to create whatever adhesive is needed on the job-site. Both products will be available for purchase in early 2020.

“With Total Solutions Plus bringing the tile industry together each year, we knew this would be the best place to share our significant product advancements with the industry. SPECTRALOCK 1 and LATICRETE SELECT-BOND are two new products that stand for everything we believe about addressing our customers’ pain points and helping LATICRETE users efficiently deliver installations that last a lifetime. We want the market to

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expect more from their products, in the performance and value they deliver, and nothing speaks to that better than SPECTRALOCK 1 and the LATICRETE SELECT-BOND adhesive system,” said LATICRETE Director of Product Management Spencer Maheu.

With nearly 2,000 team members worldwide, LATICRETE operates in 100 countries and continues to build upon the legacy and values founded by Dr. Henry M. Rothberg and Lillian Rosenstock Rothberg to simplify the installation process with cutting-edge technology, improve the durability of buildings and create lasting customer relationships by manufacturing safe, innovative building materials and treating customers, employees and partners like family.

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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.

