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## LATICRETE Launches New and Improved STRATA\_HEAT™ Floor Warming System, Featuring Industry-Leading Technology and the First-Ever Spliceless Wire™

*The most advanced electric radiant floor heating system available on the market allows for a faster, more consistent and energy-efficient installation*

February 8, 2021, Bethany, Conn. -- [LATICRETE](#), a leading manufacturer of globally proven construction solutions for the building industry, has launched a new and improved **STRATA\_HEAT™ floor warming system, which includes** an industry-first, high-performance floor heating spliceless wire and an uncoupling mat. As a floor warming system that can be installed under tile, stone, vinyl, carpeted or hardwood floor, the STRATA\_HEAT upgrade offers a faster, more consistent, energy-efficient installation with a system warranty thanks to the Spliceless Wire, Transparent Mat and Thermal Pack.

“STRATA\_HEAT offers customers peace-of-mind due to its sustainability, increasing thermal heat diffusion by 20% while reducing energy costs up to 15% and minimizing cold spots to make homes feel more comfortable,” said Dustin Prevete, LATICRETE Senior Product Manager. “This product not only has unparalleled innovative floor warming qualities not yet seen in the marketplace, but it offers fluency and speed-of-use which is vital for improving overall workability for both the installer and end-user.”

The updated STRATA\_HEAT system features industry-leading innovation centered around the Spliceless Wire, the Mat (for its hydration vents and translucent finish) and lastly the Thermal Pack for its performance enhancing

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capabilities. The new spliceless wire features a single diameter throughout, meaning users no longer have to bury the cold lead into the sub-floor, thus removing a step in the application process and making installations quicker and easier.

As the only UL Certified floor heating system on the market, STRATA\_HEAT reduces floor heat-up and cycle time to reduce energy cost, is user-friendly thanks to the smart "Floor Focused" thermostat, which can be accessed through a simple smartphone app, smart home automation devices like Amazon® Alexa, and comes with a system warranty.

For more information, visit [laticrete.com](http://laticrete.com).

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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 LATICRETE® 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).

