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**LATICRETE Introduces HYDRO BAN<sup>®</sup> XP and HYDRO BARRIER<sup>™</sup> Plus to its Flagship Waterproofing Membrane Portfolio, Offering Extreme Performance for a Wider Variety of Conditions Than Ever Before**

*New LATICRETE<sup>®</sup> advanced membranes added to the HYDRO BAN line are the ultimate solution featuring quality seamless, waterproofing and anti-fracture capabilities*

**July 27, 2021, Bethany, Conn.** -- [LATICRETE](#), a leading manufacturer of globally proven construction solutions for the building industry, has expanded its best-in-class waterproofing and crack isolation membrane portfolio with the addition of two new products: HYDRO BAN<sup>®</sup> XP and HYDRO BARRIER<sup>™</sup> Plus. HYDRO BAN XP is the line's premium offering designed to include all the benefits of HYDRO BAN, such as a quicker cure time and a lifetime warranty, but offers more extreme performance for a wider variety of conditions, such as substrate temperatures as low as 35°F (2°C) to extremely high temperatures in steam showers and steam rooms. HYDRO BARRIER Plus is a thin, load-bearing, self-curing, liquid rubber polymer that forms a flexible, seamless waterproofing, anti-fracture membrane without the need for fabric reinforcement.

"Construction professionals are increasingly seeking high-performance waterproofing membranes that produce quick results. The new HYDRO BAN XP and HYDRO BARRIER Plus are advanced, waterproofing membranes that will save time, labor and materials for enhanced productivity in the workplace," said Dustin Prevete, LATICRETE Senior Product Manager. "As additions to the HYDRO BAN line, both new products are part of a

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three-pronged approach that gives consumers a true best-better-good structure with HYDRO BAN XP (best), HYDRO BAN (better) and HYDRO BARRIER Plus (good).”

As the premium choice for a leading waterproofing and crack isolation membrane, HYDRO BAN XP is designed to be used in all waterproofing applications and features upgraded benefits from the original HYDRO BAN. With a curing temperature range of 35°F (2°C) or above, HYDRO BAN XP can be cured in a variety of environmental conditions and substrate temperatures. It is also steam room and steam shower compatible and comes with a lifetime warranty. The new, lighter color helps with visibility for inspection in dimly lit areas and is a better contrast for chalk and laser level lines.

The product meets or exceeds the requirements for both waterproofing and crack isolation up to 1/8 inch (3 mm) and is easy to apply without the use of special tools or fabric. HYDRO BAN XP complies with building codes across the country and can be applied and flood tested in the same day, assuring quality and performance. The product also has a load bearing “extra heavy” service rating per ASTM C627 and does not require the use of any harsh chemicals.

HYDRO BARRIER Plus is an improved version of the existing HYDRO BARRIER formula, with several key upgrades. The first and the most impactful is that it no longer requires the use of waterproofing fabric as part of the installation process. In addition, it also carries an improved time to flood test of 12 hours, down from 24 hours. To offer enhanced peace of mind, the warranty has been doubled to 10 years and Microban® Anti-Microbial Protection has been added in.



Each offering in the HYDRO BAN line is user-friendly, meets or exceeds ANSI A118.10 and ANSI A118.12, features color-changing technology and offers installers peace of mind due to its durable and long-lasting performance. Suitable substrates include concrete, cement mortar beds, exterior glue plywood, gypsum wallboard, ceramic tile and stone, concrete and brick masonry, cement terrazzo, cement backer board and cement plaster. With a wide variety of uses such as in swimming pools, fountains, shower pans, spas, terraces, countertops, facades, bathrooms, laundries and more, HYDRO BAN XP and HYDRO BARRIER Plus open up the ability for use on more project specifications than ever before.

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 65 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).

