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## LATICRETE Further Commits to Providing Cleaner Solutions by Offering Microban® Antimicrobial Technology in Select STONETECH® Sealers and Cleaners

*STONETECH® BulletProof® Sealer, STONETECH Heavy Duty Sealer, STONETECH Quartz & Porcelain Tile Sealer and STONETECH Revitalizer® Cleaner & Protector now offer improved value and peace of mind*

**November 18, 2021, Bethany, Conn.** -- [LATICRETE](https://www.laticrete.com), a leading manufacturer of globally proven construction solutions for the building industry, has partnered with Microban® International to upgrade select STONETECH® sealers and cleaners. Offering enhanced product protection to continuously inhibit the growth of stain- and odor-causing bacteria on surfaces, each of the following products in the STONETECH line now feature Microban Antimicrobial Technology: STONETECH BulletProof® Sealer, STONETECH Heavy Duty Sealer, STONETECH Quartz & Porcelain Tile Sealer and STONETECH Revitalizer® Cleaner & Protector.

“Following the heightened concerns about surface bacteria due to COVID-19, people are looking for smarter products that proactively address these concerns. As our world keeps evolving and learning to adjust to differing industry trends and requirements, it’s important for retailers and consumers to understand how the use of antimicrobial products are re-shaping the marketplace,” said Diane Phelan, LATICRETE Product Manager. “By partnering with Microban to upgrade select STONETECH sealers and cleaners, LATICRETE is able to build upon its high-performing products to prevent stains in addition to offering antimicrobial product protection.”

STONETECH BulletProof Sealer is a water-based penetrating sealer that provides maximum stain and antimicrobial product protection while preserving the natural look of the surface. This premium sealer offers the best protection on the most porous natural stone, tile, masonry and grout surfaces in interior and exterior applications. STONETECH BulletProof Sealer is a reliable professional-grade alternative to high VOC solvent-based sealers that is better for consumers and the environment and comes with a lifetime product satisfaction

### **Globally Proven Construction Solutions**

guarantee. The product is ideal for use on kitchen countertops, bathroom vanities, backsplashes, walls, floors and more.

STONETECH Heavy Duty Sealer is also a water-based penetrating sealer that provides advanced stain and antimicrobial product protection while preserving the natural look of the surface. It protects against oil and water-based stains on natural stone, tile, masonry and grout in interior and exterior applications. The product is a safer option to high VOC solvent-based sealers and comes with a 25-year product satisfaction guarantee.

STONETECH Quartz & Porcelain Tile Sealer is designed to protect quartz, engineered stone and tile from stains and the continuous growth of stain- and odor-causing bacteria. The water-based sealer preserves the original look of the surface, is effective in interior and exterior applications and can also be used as a pre-grout sealer.

STONETECH Revitalizer Cleaner & Protector is a three-in-one formula that cleans, reseals and defends. It cleans everyday messes, reseals to reinforce stain protection and continuously defends against the growth of bacteria on stone and grout. This streak-free, daily cleaner contains a built-in sealer to extend sealer life and make surfaces easier to clean. STONETECH Revitalizer Cleaner & Protector keeps natural stone and grout looking as pristine and brilliant as the day it was installed. Its water-based, low VOC formula is great for kitchen countertops, bathroom vanities, backsplashes and more. The product is available in ready-to-use and concentrated formulas in citrus and cucumber scents.

For more information, visit [laticrete.com/tile-and-stone-care-and-maintenance](http://laticrete.com/tile-and-stone-care-and-maintenance).

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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).



### **About Microban International**

Part of Barr Brands International (BBI), Microban International is home to the most trusted and well-known global brands in the antimicrobial, odor control, and sanitization / disinfection markets – Microban® and Ultra-Fresh®. Our organization has experienced over 100 collective years of growth and has revolutionized the industry. As the global leader, our proactive systems keep products cleaner, and control odors better by preventing problems before they start. Microban International drives innovation by combining science and creative solutions that enhance high-quality consumer, textile, industrial and medical products around the world. Today, the Microban and Ultra-Fresh brands and our technologies are featured on thousands of products worldwide. The company is headquartered in North Carolina with operations in North America, Europe, and Asia Pacific. For more information, please visit [www.microban.com](http://www.microban.com).

