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Inspired By the World's Foremost Paint and Color Experts, LATICRETE Launches New Special Edition Grout Color Options to the PERMACOLOR® Select AnyColor™ Line

In addition to over 10,000 possible color options, LATICRETE now offers shades designed to represent the colors of the year from new BEHR®, Pantone®, Benjamin Moore® and Sherwin-Williams® palettes

September 1, 2021, Bethany, Conn. -- [LATICRETE](https://www.laticrete.com), a leading manufacturer of globally proven construction solutions for the building industry, has launched a refreshed selection of special edition grout colors to the PERMACOLOR® Select AnyColor™ line. PERMACOLOR Select is an advanced high-performance cement grout offering the industry's first dispersible dry pigment solution available in 40 standard LATICRETE® colors. With the introduction of AnyColor, customers can choose from an additional 100 stocked competitive colors and have the ability to custom match any color in the BEHR®, Pantone®, Benjamin Moore® and Sherwin-Williams® palettes for the ultimate design flexibility†.

"Every year, top paint manufacturers single out which colors will reflect the latest design trends for the new year. In addition to thousands of possible color options, we added five special edition color kits to blend harmoniously with today's top tile trends within the PERMACOLOR Select AnyColor line and to meet the evolving needs of our customers," said Ryan Blair, LATICRETE Senior Product Manager. "PERMACOLOR Select AnyColor kits allows installers and DIYers to always have the right color on hand, meaning less downtime from driving around looking

Globally Proven Construction Solutions

for the color you need. The system eliminates batch-to-batch variation and, because one base material can be used with any and all of the color kits, enables you to carry a warehouse of options.”

Consumers never have to compromise on design for high-performance grouts because PERMACOLOR Select AnyColor makes it more convenient than ever with enhanced grout customization options. Providing a vibrant and consistent end result, the new color offerings include Pantone® Ultimate Gray, Pantone® Illuminating, which is a bright and cheerful yellow, Sherwin Williams® Urbane Bronze, Benjamin Moore® Aegean Teal and BEHR® Jojoba, a warm, green tone.

Designed for optimum performance on all types of residential and commercial installations like swimming pools, steam rooms and fountains, PERMACOLOR Select is able to withstand the most demanding exterior or interior applications with ease. When using PERMACOLOR Select, contractors gain increased productivity and time savings on the jobsite, with foot traffic permitted in as little as three hours. Additionally, PERMACOLOR Select is easy to clean, fiber reinforced, meets UL GREENGUARD certification standards for low chemical emissions and is a component of the LATICRETE Lifetime System Warranty.

For more information, visit laticrete.com/anycolor.

‡ Benjamin Moore®, Sherwin-Williams®, BEHR® and PANTONE® have no involvement with this program. All trademarks shown are the intellectual properties of their respective owners.

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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.

