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MVIS™ Premium Pointing Mortar Base Unlocks Endless Design Possibilities with the Masonry Industry's First Dispersible Dry Pigment Solution

The fast-setting pointing mortar from LATICRETE allows designers and installers unparalleled design possibilities with its AnyColor™ custom-color flexibility.

December 9, 2022 -- Push the boundaries of design with the all-new MVIS™ Premium Pointing Mortar Base by [LATICRETE](#). A first in the adhered masonry veneer industry, MVIS Premium Pointing Mortar Base utilizes water-dispersible pigment packs, giving architects, designers and installers unparalleled ability to match the styles, preferences and demands of any project or homeowner. Simply choose from any of 40 stock color pigment packs, and mix with the neutral base right before installing to achieve consistent, vibrant colors across the entire project. Or take it to the next level with the AnyColor™ system, unlocking an infinite palette of colors including the most popular paint offerings from Behr®, Benjamin Moore® and Sherwin-Williams®, or any color in the PANTONE® universe.

"The LATICRETE® Masonry Veneer Installation System, or MVIS™, is an evolution in how installers apply thin veneers," said Daniel Rothberg, LATICRETE Product Manager. "We've created a system that saves



installers time and money, while achieving superior results. MVIS Premium Pointing Mortar is the perfect finishing touch, a totally unique product that allows installers to create truly innovative designs. And nobody can match our system's warranty... up to 25-years!"

MVIS Premium Pointing Mortar is ideal for any number of exterior and interior projects. Glazed thin brick, glazed block, porcelain pavers, hardscapes... the possibilities are endless. Fiber-reinforcement allows users to create, strong, durable joints of up to half an inch, and Microban® antimicrobial technology resists the growth of mold and mildew, keeping installations looking clean in the most challenging environments. The single, common base, reduces the need to keep large stockpiles of different color bases on hand, instead relying on pigment packs to fit the needs of each job .The pre-packaged pigment packs also guarantee color consistency from batch-to-batch for optimum quality control across the life cycle of a project.

MVIS Premium Pointing Mortar Base also holds multiple certifications and declarations, including UL GREENGUARD Gold Certifications for low chemical emissions, Health Product Declarations (HPD), and Environmental Product Declarations (EPD). For more information, visit <https://laticrete.com/en/masonry-veneer-installation-system>.

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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 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.

