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## LATICRETE Enhances Grout and Sealant Color Options with Seven New Shades to Complement the Industry's Current Architectural Design Trends

*The revamped colors are now available within the PERMACOLOR®, PERMACOLOR Select, SPECTRALOCK® PRO Grout, SPECTRALOCK PRO Premium Grout, SPECTRALOCK 1 Pre-Mixed Grout, READY-TO-USE™ Grout, LATASIL® and Premium Acrylic Caulk (Sanded) product lines*

February 16, 2022, Bethany, Conn. – [LATICRETE](#), a leading manufacturer of globally proven construction solutions for the building industry, has elevated their color offerings within their Grout and Sealant product lines. The introduction of the seven new colors are inspired by the environment and are categorized into three themes: Natural, Earthy and Coastal. These refreshed colors will provide customers with a wider variety of modern options inspired by the top selling tile designs and influenced by leading architectural designers.

“As trends in tile change, the colors for our grouts and sealants should do the same. To complement today's new architectural designs, these updated colors were designed and inspired by the environment and provide consumers an enhanced selection to match today's tile looks.” said Ryan Blair, LATICRETE Senior Product Manager.

LATICRETE will discontinue seven of the 40 standard colors with the introduction of the seven new popular, in-demand colors which include Stormy Grey, Frosty, Fossil, Mink, Steamship, Iron and Walnut. The discontinued

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colors will remain available through the PERMACOLOR® Select AnyColor™ program, offering more than 10,000 custom color options.

New LATICRETE grout support tools are now available, including color cards, plastic channel kits, individual color samples, and showroom color sampling displays. Retrofit kits are also available for existing color sampling displays in the market. Contact a local LATICRETE Sales Representative for more details.

To view the new colors within the full color palette, visit: <https://laticrete.com/en/support-and-downloads/marketing-support/color-selector>.

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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](https://laticrete.com).

