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LATICRETE Now Offers STONETECH® GroutUp™ Additive, the Ultimate Solution to Upgrade Grout Performance with Stain and Antimicrobial Protection

Installers simply add this protectant to grout in place of water content, which features Fluoro-Sealer and Microban® antimicrobial technology, to grout, seal and protect

October 20, 2022, Bethany, Conn. -- Installers and DIY homeowners looking to save time grouting and sealing their installation projects, while also protecting against stain- and odor-causing bacteria, have a new one-step alternative with STONETECH® GroutUp™ Additive by [LATICRETE](#), a leading manufacturer of globally proven construction solutions for the building industry. STONETECH GroutUp Additive simply replaces the water content required in mixing and preparing a grout for installation.

“With STONETECH GroutUp Additive, customers are not only able to save money and time spent from post sealing, they are able to improve the performance of their grout,” said Diane Phelan, LATICRETE Product Manager. “Knowing that your grout will endure time, wear-and-tear and stay inherently cleaner without compromising the project’s aesthetic has been a longtime challenge confronted by installers and homeowners.”

When not properly treated and maintained, cement-based grout can stain, become dirty with everyday usage and be prone to high-reproducing, odor-causing bacteria, mold and mildew – all of which can lead to product degradation. To help mitigate this problem, STONETECH GroutUp Additive was engineered with

Globally Proven Construction Solutions

fluoro-sealer and Microban® antimicrobial technology to prevent the growth of this bacteria by up to 99%, as well as repel water- and oil-based stains.

Additionally, STONETECH GroutUp Additive helps maintain the grout's color consistency and is water-based.

For more information, visit 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 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.

