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**LATICRETE Sets New Benchmark for Cementitious Grout Performance with Upgraded PERMACOLOR® Select and PERMACOLOR Grout Formulas**

*Improved formulations are 20% stronger and up to 30% more stain-resistant; Smoother, creamier consistency is easier to spread, making installations faster and less labor-intensive*

**May 2, 2023, Bethany, Conn.** -- [LATICRETE](#), a leading manufacturer of globally proven construction solutions for the building industry, has reformulated PERMACOLOR® Select – a two-part cementitious grout system with a neutral base mixture and the industry’s only dispersible dry pigment grout system – and PERMACOLOR Grout to provide an overall better experience for installers and long-lasting results for customers. The new-and-improved formulas provide increased strength and enhanced stain resistance and are also easier to spread and clean, making installations faster and less labor-intensive.

“Since grout is one of the very few tile or stone installation products that remains visible when the project is completed, its longevity, performance and resistance to mold and mildew are crucial,” said Ryan Blair, LATICRETE Senior Product Manager. “The improvements to the PERMACOLOR family provide up to 30% better stain resistance and 20% greater strength than previous formulations, making them the highest-performing cementitious grouts in the industry.”

Both PERMACOLOR Select and PERMACOLOR Grout include STONETECH® Sealer Technology – saving time and money since sealing isn’t necessary – and Microban® antimicrobial product protection



against stain- and odor-causing bacteria, resulting in longer-lasting installations that will look newer by preserving its color. The PERMACOLOR family of products are also formulated without silica sand, making them safer for installers and their work environment.

The PERMACOLOR Select Color Kits are packaged in single units for a simple one-to-one mix ratio with the base to simplify installation, as well as streamline inventory control and selection for both distributors and installers. As part of the company's commitment to green innovations that minimize negative impacts on the planet and its people, PERMACOLOR Select Color Kits come in compostable bags reducing waste by 40%, and the two-year extended shelf life on grout base reduces the risk of product degradation. The color kits are also available in more than 150 stocked options, including all 40 LATICRETE standard colors.

“Developing innovative solutions, while providing the best installer experience possible and helping them better serve their customers, is at the heart of everything we do at LATICRETE. We believe that these new PERMACOLOR formulations achieve both with great success,” added Blair.

For more information, visit [laticrete.com/tile-and-stone-installation/grouts](https://www.laticrete.com/tile-and-stone-installation/grouts).

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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](https://www.laticrete.com).

