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LATICRETE® Makes A Big Splash With Entry Into Profiles & Trims Category

With more than 4,000 possible shape, color, size and style combinations, the comprehensive new offering makes LATICRETE the only manufacturer to offer a complete portfolio of tile, stone and flooring installation materials and trim options

April 18, 2023, Bethany, Conn. - [LATICRETE](https://www.laticrete.com), a leading manufacturer of globally proven construction solutions for the building industry, is adding profiles and trim to its growing roster of tile, stone and flooring installation products, making it the industry's first manufacturer to provide a complete tile installation system including trim options. The comprehensive offering will be available in Summer 2023 and will feature more than 4,000 possible combinations of shapes, colors, sizes and styles, including LED profiles that allow for unique design elements and accent colors using LED lighting.

"Our customers will not just benefit from the convenience of specifying a complete system from the substrate up; they will also be covered by the same best-in-class system warranty as other LATICRETE® installation products. We want LATICRETE to become the ultimate partner for tile installers, distributors, architects and designers, helping them to do their jobs more easily and to better serve their customers," said Ben Lampi, Product Manager at LATICRETE.

The German-engineered and -manufactured profiles and trim pieces for floors, walls, countertops, stairs and balconies will be available in five materials, including two stainless steel options, aluminum, brass and



PVC. Profiles and trim pieces will be available to complement the most popular LATICRETE grout colors, as well as the option to customize them through the brand's ANYCOLOR™ program to create one-of-a-kind looks.

“Like all LATICRETE products, our profiles and trim pieces are made from only the best raw materials to meet the highest quality standards to ensure the best installation experience and appearance for years to come. Installers and their customers will appreciate the impeccable finish in every piece,” added Lampi.

To learn more about LATICRETE Profiles & Trims and request a launch kit, visit laticrete.com/profiles.

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High-resolution photography available for media download at LATpresskit.com

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.

