

# What's New?

## Press Releases and Newsletters

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### LATICRETE® 254 PLATINUM MULTIPURPOSE THIN-SET MORTAR

The ULTIMATE one-step, polymer fortified, thin-set mortar for interior and exterior installations, LATICRETE 254 Platinum Multipurpose Thin-Set Mortar has a long, open time with unsurpassed adhesion and workability.

Equipped with Microban® anti-microbial protection to inhibit the growth of stain causing mold and mildew, LATICRETE 254 Platinum Multipurpose Thin-Set Mortar is not only ideal for ceramic tile, stone, quarry tile, pavers and brick but is the professional's choice for porcelain tile!

“LATICRETE 254 Platinum Multipurpose Thin-Set Mortar is excellent for exterior and underwater applications. The product also offers a superior bond to exterior grade plywood and concrete,” said Sean Boyle, LATICRETE Product Manager. “Because it exceeds ANSI A118.4 Shear Bond Strength requirements, installers can be assured once the tile or stone is in, it's in for a lifetime,” Boyle added.

When used with the LATICRETE® Residential Tile and Stone Installation Solutions, LATICRETE 254 Platinum Multipurpose Thin-Set Mortar is a component of the LATICRETE Lifetime Residential Warranty.

LATICRETE International is a global leader in the manufacture of environmentally responsible tile and stone installation systems. Produced and available in major population centers worldwide, the LATICRETE brand is known, respected and trusted for industry leading innovation and superior technical support. Comprehensive LATICRETE and industry information can be found at: [www.laticrete.com](http://www.laticrete.com) . For additional information and answers to your unique installation or application questions contact [support@laticrete.com](mailto:support@laticrete.com) or (800) 243-4788 ext 235 (in USA), or (203) 393-0010, ext 235 (outside USA). LATICRETE® is a registered trademark of LATICRETE International, Inc.