

# What's New?

## Press Releases and Newsletters

**Release Date:**

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### LATICRETE ON HGTV

A segment filmed for HGTV, starring Kathleen Scranton of LATICRETE International, Inc. at the 2004 Kitchen and Bath Industry Show in Chicago, will be airing on HGTV from June 27th to July 18th. The airtime schedule is as follows:

June 27, 2004, 9 PM ET/PT

June 28, 2004, 1 AM ET/PT

July 18, 2004, 5 PM ET/PT

In the segment, Kathleen spoke of the benefits of using LATICRETE SpectraLOCK Grout with Host Suzanne Dunn.

LATICRETE SpectraLOCK™ Grout is as easy to use as any Portland cement grout, but it performs at the optimal levels of an epoxy grout. For the owner, architect and designer, LATICRETE SpectraLOCK™ Grout delivers the ultimate in color accuracy, color uniformity, stain resistance and durability. And, for the installer, it is easy to apply and clean up, like Portland cement grout. It hardens fast and is ready for foot traffic in 12 hours.

For more information on the HGTV segment, visit the HGTV site at:

[http://www.hgtv.com/hgtv/dc\\_products\\_trade\\_shows/article/0,1793,HGTV\\_3483\\_2944496,00.html](http://www.hgtv.com/hgtv/dc_products_trade_shows/article/0,1793,HGTV_3483_2944496,00.html)

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.

