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## LATICRETE Dazzles “Animated Pool Tile®”



***For immediate release*** – LATICRETE, a world leader in the manufacturing of innovative systems for the installation of ceramic tile and stone, introduced a revolutionary new grout to the industry: LATICRETE® SpectraLOCK™ PRO Grout, and Christian Trinidad of Animated Pool Tile in Washington State is a true believer. Animated Pool Tile designs and creates hand-painted, three-dimensional figurines which appear life-like at the bottom of swimming pools, and Trinidad exclusively specifies the LATICRETE SpectraLOCK Dazzle component to achieve the necessary colors and shadows which bring the figurines to life.

Using 6” x 6” plain white ceramic tiles, Trinidad spray brushes on the chosen figurine in full-color, including the off-set dark shadows in black, matches the paint colors used with one of LATICRETE SpectraLOCK Dazzle’s 40 lifestyle color options, then seamlessly grouts the mural in place at the bottom of the pool.

By utilizing SpectraLOCK PRO Grout’s color options, the 1/8” grout joints appear as part of the flowing design concept, and the SpectraLOCK Dazzle color “Midnight Black” provides the corresponding shadow that brings the figurine to life. Without SpectraLOCK Pro Grout’s color options, Animated Pool Tile would be left with white grout joints that would severely limit the final product.

“We only use LATICRETE SpectraLOCK PRO Grout,” says Trinidad. “We need our murals to look real, and we know that the colors will never fade. SpectraLOCK PRO Grout doesn’t discolor or stain, and we rely heavily on the Midnight Black color to provide the three-dimensional effect we desire. It’s the only grout I use and I recommend it to all my customers. It works beautifully. It cleans away from the tile real easy, and it sets up nice, too.”

Animated Pool Tile creates 13 custom murals ranging from three-dimensional floating turtles to Great White Sharks. When fully installed the murals range from 44” x 44” to 64” x 32” in area.

LATICRETE International is a global leader in the manufacturing of tile and stone installation systems, known and trusted for industry leading innovation and expertise. For in-depth technical support and answers to your installation or application questions call toll free: (800) 243-4788 ext 235, or outside the USA: (203) 393-0010. E-mail: [support@laticrete.com](mailto:support@laticrete.com). Comprehensive LATICRETE and industry information can be found on the web at: [www.laticrete.com](http://www.laticrete.com). LATICRETE® is a registered trademark of LATICRETE International, Inc.