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For Immediate Release
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Another industry first from LATICRETE: Recyclable Plastic Bag Packaging for North America



For immediate release – LATICRETE International, Inc., a global leader in the manufacturing of innovative systems for the installation of ceramic tile and stone, has launched the industry's first recyclable plastic bag packaging program for all mortars, thin-sets and grouts in the North American market.

The LATICRETE commitment to the environment is unmatched in the industry, but the new plastic bag packaging for mortars, thin-sets and grouts has several benefits for contractors and distributors alike. The plastic bag packaging means no more ripped paper bags or dust in warehouses and backs of trucks, making for a clean and healthy working environment. The new plastic bag packaging is durable and puncture resistant and will not rip or leak from the top or bottom. LATICRETE plastic bags are moisture resistant and will not be damaged by water, and are equipped with a non-slip texture, meaning they will not slide around or off a pallet. With an easy to read coverage chart and tri-lingual text (Spanish and French), LATICRETE strives to meet the needs of all customers with another environmentally responsible industry first.

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, ext 235.800-243-4788 in the USA or (203) 393-0010 from anywhere in the world. E-mail:

support@laticrete.com. Comprehensive LATICRETE and industry information can be found on the web at: www.laticrete.com. LATICRETE® is a registered trademark of LATICRETE International, Inc.