



January 2022

Attention LATICRETE MVPs – **Launch Window 1 is right around the corner!**

As the New Year is upon us, we are excited to bring you another great line up of new products across multiple categories including: Grouts, Mortars, Floor Warming and Self-Leveling. We have strategically expanded our offering in key product groups, upgraded select existing products and of course, innovated!

We are excited to introduce:

- **Grout Color Palette Update** – **7 NEW grout colors** will replace 7 less desirable colors, aligning better with market trends and covering color gaps vs. the competition! We worked with industry color experts, benchmarked competitors, spent time looking at trends and talking with our customers, leading to the selection of new colors we are confident will **provide additional solutions for your customers**.
- **TRI-LITE™ Rapid** – This **rapid-curing**, non-sag, sand-free, lightweight adhesive is designed for Large and Heavy Tile and thin-bed applications. It is the only LATICRETE® rapid adhesive mortar that meets **ANSI A118.15** and our only rapid lightweight. This high-performance mortar contains **no respirable crystalline silica** levels that exceed the OSHA action level[‡], making it safer to use and features the same coverage as a standard mortar at almost half the weight!
- **STRATA_HEAT™ Thermostats** – The **next generation** of thermostat design and technology is upon us! We are launching 2 new thermostats, one featuring a **capacitive LCD touch screen** and one featuring a minimalist design, both easier to set up, operate and maintain. The capacitive screen doesn't rely on pressure like a typical resistive thermostat screen, making it more responsive and much easier to use, like the smartphone touch screens most of us use every day.
- **NXT® Level SP (White)** – This self-leveling, polishable overlay finishes to a **beautiful, durable salt and pepper wear-surface**. NXT Level SP White looks amazing in its original white format or can be pigmented, perfectly complementing any space it is designed into. We also incorporated an advanced surface treatment and protection system that will make this floor **LAST** and retain its original finish beauty.
- **Pro-Mix Station** – Safely and efficiently mix, transport and pour up to 3 bag batches of self-levelers with the new Pro-Mix Station. The barrel features a dust-collection vacuum port to help keep the jobsite (*and lungs*) clear of dust and debris, and a strong 14.5 amp 2-speed drill with mixing paddles to mix up to 200 lbs (91 kg) of high viscosity material, keeping crews productive and jobs on track.

For more information on these great products, visit www.laticrete.com/mvp-portal.

Contact your local LATICRETE Distributor with any questions or your LATICRETE Sales Representative to schedule a training.

Best regards,

A handwritten signature in black ink, appearing to read "Spencer Maheu".

Spencer Maheu
Director of Product Management, North America

[‡] OSHA action level set forth in OSHA's Respirable Crystalline Silica (RCS) standard for construction, 29 CFR 1926.1153, as tested by an independent laboratory to be below the OSHA action level for respirable crystalline silica - see laticrete.com/silica

Globally Proven Construction Solutions