



July 2020

Dear LATICRETE MVP,

LATICRETE is pleased to announce the newest addition to the STONETECH line of products, STONETECH® Luxury Vinyl & Laminate Cleaner. This product is available to ship on July 1st, 2020 and is the solution to maintaining a clean, long-lasting durable luxury vinyl and laminate surface.

STONETECH Luxury Vinyl & Laminate Cleaner is a daily cleaner designed to quickly and safely remove tough dirt, grease, dust and everyday spills on all vinyl and laminate without dulling the surface. Just spray and wipe this easy-to-use, no-rinse formula for a quick, streak-free, residue-free and non-dulling clean finish and preserve the beauty of your surface.

STONETECH Luxury Vinyl & Laminate Cleaner is a water-based neutral pH formula, low in VOC and contains no harmful chemicals including ammonia, parabens, phthalates, bleach and more. Designed specifically to safely clean countertops and floors made of vinyl, laminate, linoleum or resilient. This new product addition rounds out the STONETECH line of daily cleaners that safely clean their intended surfaces and safe for use around you and your pets!

Your customers can expect the following features and benefits:

- **Daily, neutral pH cleaner** – Quickly and safely removes dust, dirt, grease and daily spills
- **No-rinse formula** – Easy to use, just spray and wipe
- **No harsh chemicals** – Safe for use around you and your pets
- **Low VOC** – Better indoor air quality
- **Clean, fresh scent** – Leaves a pleasant, chemical-free light fragrance

Enclosed in this e-mail, please find:

- STONETECH Luxury Vinyl & Laminate - Product Data Sheet (DS-36618)
- STONETECH Luxury Vinyl & Laminate - Safety Data Sheet (SDS)
- STONETECH Luxury Vinyl & Laminate - Sell Sheet (DS-5090)

We are very excited about the launch of this latest addition to the LATICRETE STONETECH product line and hope you are as well. If you have any questions, please contact me, your distributor, or your local LATICRETE STONETECH Sales Representative. Thank you for your support!

Best regards,

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