



Blue Premier™ Rewards

Turn everyday work into
status and rewards.

Powered by the brand you
trust on every job.

A man with a beard, wearing a grey hoodie and black work gloves, is kneeling on a tiled floor. He is using a small tool to apply grout between the tiles. The background shows a blurred residential building.

BLUE
PREMIER™
REWARDS

A Loyalty Program
Built For You.

Join Today



For the Builders of a Better World®



More Than Rewards. Real Recognition.

Blue Premier™ Rewards turns LATICRETE purchases and engagement into Notches – the points you earn towards status and exclusive rewards.

Earn through eligible purchases, referrals, trainings, surveys, and more – unlocking higher status, better rewards, and greater value over time.

Your Path Towards Elite

Membership Tier	MEMBER	MEMBER PLUS	PREFERRED	ELITE
Notches Needed	0 - 5,000	5,001 - 35,000	35,001 - 80,000	80,001+
Notches Earned per \$1	1	2	2.5	3
Referral Bonus*	500	1,000	1,500	2,000
New Tier Bonus	-	500	1,000	2,000
Survey Completion†	500	1,000	1,500	2,000
Product Feedback†	500	1,000	1,500	2,000
LATICRETE Event†	500	1,000	1,500	2,000
Upload First Receipt	250	-	-	-





How It Works



Buy
LATICRETE.



Upload
YOUR RECEIPT.



Earn
NOTCHES.

Plus, earn additional notches through brand engagement—like referrals, surveys, trainings, product feedback, and more.

 Redeem Notches for REWARDS.

Higher engagement = higher status.
Higher status = better rewards and faster earning.

Unlock More With Every Tier.

The higher your status, the faster you earn and the more you unlock.

- **EXCLUSIVE REWARDS** and member opportunities
- **FASTER EARNING** as your status increases
- **SIMPLE RECEIPT UPLOADS** and tracking from your phone



Upload your first receipt and earn 250 Notches!



Join a LATICRETE event and earn 500 – 2,000 Notches!*



Refer a friend and earn 500 – 2,000 Notches!*

†Surveys, product feedback, and events may be offered periodically and are subject to eligibility and availability. Not all LATICRETE events are eligible for rewards. *Bonus notches vary by membership tier. Up to eight referrals per program year. Note: Existing MVP Program members are not eligible. Visit laticrete.com/bluepremier for full terms & conditions, and FAQs.

Blue Premier™ Rewards





Un programa de fidelización diseñado para usted.

Más que recompensas.
Reconocimiento real.

El programa Blue Premier Rewards convierte sus compras e interacciones con LATICRETE en Notches: los puntos que gana para obtener estatus y recompensas exclusivas.

Gánelos a través de compras elegibles, recomendaciones, capacitaciones, encuestas y más, desbloqueando un estatus superior, mejores recompensas y mayor valor con el tiempo.

Su camino hacia la élite

	 MIEMBRO	 MIEMBRO PLUS	 PREFERIDO	 ÉLITE
Nivel de membresía				
Notches necesarios	0 - 5,000	5,001 - 35,000	35,001 - 80,000	80,001+
Notches ganados por cada \$1	1	2	2.5	3
Bonificación por recomendación*	500	1,000	1,500	2,000
Bonificación por nuevo nivel	-	500	1,000	2,000
Finalización de encuesta†	500	1,000	1,500	2,000
Comentarios sobre producto†	500	1,000	1,500	2,000
Evento LATICRETE†	500	1,000	1,500	2,000
Subir el primer recibo	250	-	-	-


Desbloquee más con cada nivel.

Cuanto más alto sea su estatus, más rápido ganará y más desbloqueará.


- RECOMPENSAS EXCLUSIVAS y oportunidades para miembros
- GANE MÁS RÁPIDAMENTE conforme aumenta su estatus
- CARGAS SENCILLAS DE RECIBOS y seguimiento desde su teléfono

†Es posible que se ofrezcan encuestas, comentarios sobre productos y eventos periódicamente, sujetos a elegibilidad y disponibilidad. No todos los eventos de LATICRETE son elegibles para recompensas.

*Los escalones de bonificación varían según el nivel de membresía. Hasta ocho recomendaciones por año del programa. Nota: Los miembros actuales del Programa MVP no son elegibles. Visite laticrete.com/bluepremier para consultar los términos y condiciones completos y las preguntas frecuentes.

 Sube su primer recibo y gana 250 Notches!

 Registre un evento laticrete y gana 500 - 2,000 Notches!*

 Recomendar a un amigo y ganar 500 - 2,000 Notches!†*

Start Earning Today
Empiece a ganar hoy mismo



laticretebluepremier.urewards.com



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