



For the Builders of a Better World®

LATICRETE Blue Premier™ Rewards Terms and Conditions

Effective May 4th, 2026

1. Program Overview

The LATICRETE Blue Premier™ Rewards program is a free rewards program designed for installers, contractors, home builders, homeowners, DIYers, and other professionals who purchase qualifying LATICRETE products and engage with the LATICRETE brand. Members earn “Notches” (points) for submitting eligible purchase receipts and completing in-app engagement activities.

The LATICRETE Blue Premier “Program Year” refers to the annual period beginning on July 1 and ending on June 30; however, for the initial launch of the Blue Premier rewards program commencing May 4, 2026, the Program Year shall be deemed to include the period from May 4, 2026 through June 30, 2027.”

2. Eligibility

- Must be a professional installer/contractor in US or Canada.
- Must be 18+.
- Must create a valid account.

Not eligible:

- Existing LATICRETE MVP partners are not eligible to participate.
- Individuals may only participate in one LATICRETE loyalty program – either the MVP Program or Blue Premier Rewards, but not both.
- Purchases cannot be reported to more than one program.

3. Earning Notches

You can earn Notches by scanning and submitting receipts for qualifying LATICRETE® products and by completing in-app engagement activities.

A. Receipt-based:

- The full receipt must be visible, legible, and show the retailer’s name, date, and purchased items.
- If your receipt is clear and complete, notches should appear in your account almost instantly.
- Some receipts may require manual review. Manual validation can take up to 5 business days.
- Receipts dated up to thirty (30) days prior to the date of submission will be accepted provided that such receipts are dated on or after the Program start date; receipts dated before the Program start date will not be accepted.



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B. Engagement-based:

You may also earn Notches for completing in-app engagement activities such as:

- Referrals – Please note that referrals are capped at eight referrals per program year
- Surveys
- Feedback submissions
- Product reviews
- Learning modules or training tasks
- Other actions listed in the app

Engagement activities and their point values may change over time.

4. Tier Status

Your tier is based on the total Notches earned during the Program Year.

At the end of each Program Year:

- Your tier status carries forward into the next year.
- Your Notches reset, but your status does not.

Tier benefits and thresholds may be updated periodically.

5. Notch Expiration

- Notches expire at the end of the Program Year and will reset on July 1st of each new year.
- Unused Notches do not carry over and cannot be reinstated once they have expired.

The app will display your expiration date and may send reminders, but managing your balance is your responsibility.

6. Redemption

- Notches can be redeemed for rewards offered through the in-app catalog.
- Rewards are subject to availability and may be changed, substituted, or discontinued at any time.
- Notches have no cash value, are non-transferable, and may not be sold, traded, or bartered.
- Once a reward is redeemed, please allow up to 10 business days for the order to be fulfilled.
- If a reward is a special-order item or requires extended processing time, we will notify you if fulfillment takes longer than 10 business days.



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7. Account Requirements

By maintaining a Blue Premier account, you agree to:

- Keep your personal information accurate and up-to-date.
- Maintain only **one** account. Duplicate accounts may be closed.
- Use the Program in good faith and in accordance with these Terms.

LATICRETE reserves the right to request documentation to verify identity or purchase validity.

8. Fraud & Violations

LATICRETE may suspend or close your account, and void any earned Notches, if:

- Fraudulent receipts or altered documents are submitted
- Multiple accounts are created by the same individual
- Notches are earned or redeemed in a manner inconsistent with these Terms
- Abuse of promotions, referrals, or engagement activities occurs
- False information is used to participate in the Program

9. Program Changes

LATICRETE may update or amend:

- Program rules
- Eligibility requirements
- Tier structure
- Point values or earning methods
- Rewards catalog

Changes may occur without prior notice. Continued participation after changes means you accept the updated Terms.

10. Account Cancellation

You may cancel your participation at any time by contacting LATICRETE Customer Support through the app.

If you cancel:

- Your account will be permanently closed.
- Any unredeemed Notches will be forfeited.

LATICRETE may also close accounts that show no activity for an extended period.



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11. Usage of Member Content (Photos, Feedback, Testimonials, and Submissions)

By participating in the LATICRETE Blue Premier Rewards Program (“Program”), you (“Releasor”) hereby voluntarily, knowingly, and irrevocably grant to LATICRETE International, Inc., One LATICRETE Park North, Bethany, CT 06524-3423, including its parents, subsidiaries, affiliates, associates, representatives, agents, licensees, marketers, and any other related parties or publishers of its promotional materials, and their respective successors and assigns (collectively, “LATICRETE”), a non-exclusive, fully paid, worldwide, perpetual, irrevocable, royalty-free, transferable license (with the right to sublicense through unlimited levels of sublicensees) to use, copy, publish, distribute, exhibit, broadcast, share, reproduce, edit, record, post, license, digitize, and/or re-release (collectively, “Use”) any content you submit or make available through the Program (“Member Content”).

Member Content includes, but is not limited to:

- Photos, images, or videos you upload
- Testimonials, quotes, survey responses, product feedback, or written submissions
- Social posts, tags, comments, or engagement submitted through the app
- Your name, likeness, words, and any creative materials shared through Program features

12. Liability

LATICRETE is not responsible for:

- Lost, unreadable, or incomplete receipts
- Delays in notches appearing in your account
- Technical issues, outages, or app errors
- Lost or stolen rewards
- Inaccuracies caused by third-party retailers

The Program is offered “as-is.” Participation is at your own risk.

13. Governing Law

These Terms & Conditions are governed by the laws of the state or province in which you reside, except where otherwise required by law.