



For the Builders of a Better World®

July 2026

Attention LATICRETE Partners – New product innovations rolling out!

We are excited to introduce another outstanding lineup of new products designed to give you even greater design flexibility while making installation easier, faster, and more efficient. These innovations reflect our ongoing commitment to helping you achieve exceptional results with solutions that simplify your work without compromising performance.

Profiles & Trims: Line Expansion

In response to strong demand, we've expanded the line with new 10-foot profile options and a more complete product offering, making it easier to find the right solution for virtually any installation. This expansion reflects our ongoing commitment to meeting evolving market needs with innovative, high-quality products that help you work more efficiently and deliver exceptional results.

Grout Colorant & Sealer: Leveraging Decades of Expertise

Building on our deep expertise in grout color technology and STONETECH® surface care solutions, we're excited to introduce our new line of Grout Colorant & Sealer products. This launch combines color consistency and durability into a single solution that restores, renews, and protects grout while delivering long-lasting, vibrant color.

NXT® Pedestal System: Building on Greatness

As a reminder, we've expanded the NXT Pedestal System with a range of new accessories designed to make every installation faster, easier, and more versatile. These additions provide greater design flexibility to accommodate a wider variety of project requirements while also introducing advanced safety features that help enhance long-term performance and peace of mind.

Sealers & Cleaners: Designed without PFAS

We are pleased to announce the addition of three new products designed without PFAS. Our new High Gloss Finish & Sealer and Matte Finish & Sealer are the final additions that complete the transition of the entire STONETECH® product line to formulations designed without PFAS.

In addition, PETROTEX™, our penetrating oil- and water-repellent treatment for concrete, masonry, and select stone surfaces is now available in a new formulation designed without PFAS, delivering the same trusted performance customers expect while supporting today's environmental and regulatory priorities.

For more information on these great products and updates, keep an eye out for email communications and visit: laticrete.com/newproducts. As always, your local LATICRETE Sales Representative is available to you for any questions on these products or to schedule a training.

Best regards,

Kenneth A. Barnum

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