



New Product Launch Overview

2026 Launch Window 2

High-performance solutions built for consistency, versatility, and modern design, without compromising performance.

Introducing an array of new products designed to improve the installation experience. An expanded selection of 10' profiles. A new grout colorant and sealer to refresh and protect existing grout. A reformulated sealer, new pedestal accessories, and more!

For the Builders of a Better World®

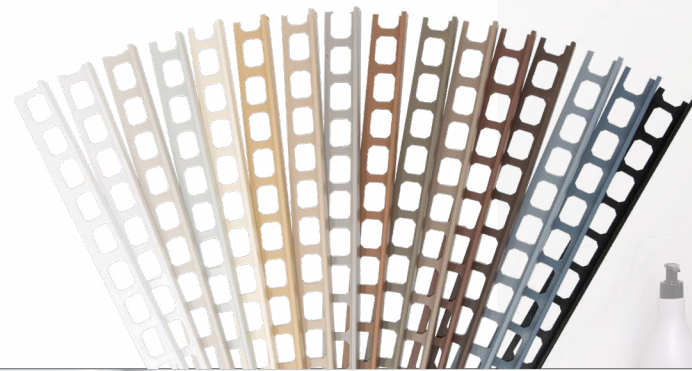
Profiles & Trims – New Expanded 10' Selection

Fewer seams. Faster installs. Elevated design.

Take Your Design to the Edge™ with our new offering of 10' profile lengths, designed to create clean, uninterrupted lines in today's larger spaces and large-format tile installations.

Longer profiles reduce cuts, seams, and connection points, helping installers save time while minimizing the risk of misalignment and visual imperfections. The result is a more seamless finished appearance, and professional results from start to finish.

Available in L-shaped profiles across a range of premium materials, finishes, and colors, including all 40 LATICRETE standard colors, these longer lengths make it easy to coordinate with grouts, sealants, and today's most popular fixture finishes.



STONETECH® High Gloss and STONETECH Matte Finish & Sealers

High gloss and matte enhancing finishes and protection.

High performance, water-based enhancing sealers designed to enrich color and deliver a deep, high gloss or matte finish with advanced stain protection.

Ideal for textured stone, porous tile, masonry, and grout, it enhances the natural appearance of surfaces while protecting against water- and oil-based stains. Formulated without intentionally added PFAS, the low-VOC formula supports healthier indoor environments without compromising performance.

Built-in antimicrobial[§] agents that protect the product from the growth of odor-causing bacteria, mold, and mildew. While the durable coating maintains a long-lasting, brilliant shine or a subtle matte appearance – making it an excellent choice for decorative and commercial spaces where both protection and visual impact matter.



Grout Colorant & Sealer

Refresh, recolor, and protect.

Bring new color to worn or inconsistent grout with Grout Colorant & Sealer. This water-based, all-in-one solution is designed to restore and recolor existing grout for a clean, uniform appearance.

Compatible with all grout types – including cementitious, epoxy, and pre-mixed – this colorant is equipped with antimicrobial[§] protection and a built-in sealer to protect against mold, mildew, and stains.

Available in 40 LATICRETE standard colors for seamless coordination, this solution is suitable for residential, commercial, and submerged applications, including showers, pools, and other wet areas, making it a cost-effective alternative to grout removal and replacement.



PETROTEX™

Repel stains. Protect performance.

A water-based, advanced penetrating protectant engineered to shield concrete, natural stone, and masonry surfaces from damaging oil and water-based contaminants. It delivers invisible, high-performance defense without altering the substrate's natural color, texture, or breathability. Formulated without intentionally added PFAS, including PFOA and PFOS, it protects aesthetic longevity and extends the service life of treated surfaces while aligning with modern environmental standards.

Safe for indoor and outdoor applications, PETROTEX is fully compatible with chemically hardened, ground, and polished concrete floors, making it a reliable solution for demanding commercial, industrial, and residential environments.



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



Looking for more information? Visit the LATICRETE New Products page to stay up-to-date and download the latest marketing assets: laticrete.com/newproducts

[§]Antimicrobial technology is not designed to protect users against disease-causing microorganisms. Normal cleaning practices should be maintained.

AT A GLANCE

A quick reminder of what's already available.

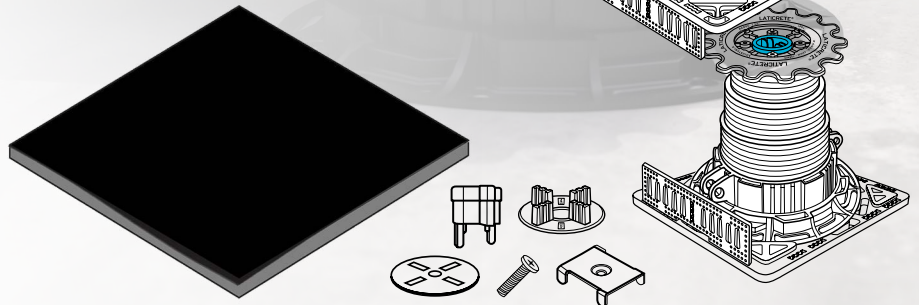
NXT® Pedestal Accessories

Designed to maximize system performance.

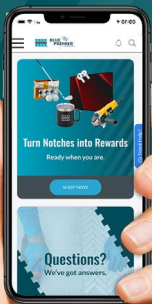
Additional components available to support pedestal installations – the NXT® Pedestal Multiplate, Multiplate Facer, Support Tray, Support Tray Fastening Kit, and FRP Panel Fastening Kit are engineered to enhance the performance, stability, and versatility of the NXT Pedestal System.

Designed for seamless integration, these components help improve load distribution, simplify fastening, and increase wind uplift resistance – giving contractors and specifiers greater control across a wide range of rooftop and elevated deck applications.

Items shown below are not to scale.



BLUE PREMIER™ REWARDS



Introducing LATICRETE Blue Premier™ Rewards

Rewarding contractors. Strengthening partnerships.

Now available, Blue Premier Rewards is our new loyalty program designed to reward contractors for choosing LATICRETE.

By earning Notches (points) on eligible purchases, contractors can turn the work they already do into meaningful rewards.

The program also drives engagement by rewarding participation in trainings, surveys, and more, helping strengthen relationships and create consistent demand for LATICRETE solutions.

Blue Premier Rewards is for non-MVP contractors and dealers, while the MVP Program remains our highest level of partnership – recognizing loyalty at every level.



laticrete.com/bluepremier



LATICRETE International, Inc. ■ One LATICRETE Park North, Bethany, CT 06524-3423 USA ■ 1.800.243.4788 ■ 203.393.0010 ■ laticrete.com

DS-10267-0726 ©2026 LATICRETE International, Inc. All trademarks shown are the intellectual properties of their respective owners.