



For the Builders of a Better World™

March 2026

Attention LATICRETE Partners – We have more great stuff to share!

We kick off 2026 with a powerful suite of product launches focused on durability, precision, and installation ease. At the heart of this rollout is the expansion of our HYDRO BAN® Shower System and waterproofing solutions, delivering smarter, design-forward options that support faster installs and flawless finishes. Paired with enhanced sound control and surface care solutions, these launches are made for the jobsite realities our customers face every day. Here's a bit more detail about what you can expect:

HYDRO BAN® Drains: Smarter by Design. Easier by Default.

As part of our continued investment in complete shower solutions, we're introducing the next generation of HYDRO BAN Bonding Flange Drains—thoughtfully redesigned to meet the evolving expectations of both the installer and the end user. With additional point drain grate options and an improved installation experience, these new drains represent our commitment to pairing performance with personalization. Installers can choose a tile-in grate for a seamless look or pair with any of our new 4x4" point drain grates.

170 Sound & Crack Isolation Mat: Smarter Sheets for Smoother Surfaces

We've enhanced our 170 Sound & Crack Isolation Mat system with new precision-cut sheets, giving specifiers and installers more flexibility and faster, flatter installs. The new sheets feature razor-cut beveled edges for tighter seams and clean transitions, while no-roll-memory handling improves efficiency on the jobsite. New 170 Sound & Crack Isolation Mat sheets transport easier in multilevel buildings when compared to standard rolls for navigating tight areas and service elevators.

STONETECH® Sealers & Cleaners: Designed Without PFAS

Meeting regulatory expectations head-on, STONETECH sealers and cleaners are now formulated without intentionally added PFAS, including PFOA and PFOS. The updated low-VOC, water-based formulas maintain durability and ease-of-use customers trust—now with enhanced environmental responsibility coupled with performance equal to or better than before.

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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