



Globally Proven
Construction Solutions

Corporate Headquarters:

LATICRETE International, Inc.
One LATICRETE Park North
Bethany, CT 06524-3423 USA
1.800.243.4788
+1.203.393.0010

www.laticrete.com

Africa: +27.078.343.4029

Asia Pacific: +852.2526.6660

Australia: +61.7.3865.1599

China: +86.21.5789.3300

Europe: +44.871.284.5959

India: +91.40.3041.3100

Latin America: +1.203.393.0010

Middle East: +971.7.244.6396

South East Asia: +65.6515.3028

Mexico: +52.81.8348.5121

UK: +44.151.486.6101

*See Data Sheet 230.99 for complete warranty information.
^When mixed with PERMACOLOR® Select Grout Base.

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PERMACOLOR® *SELECT*



You'll never look at grout the same again!

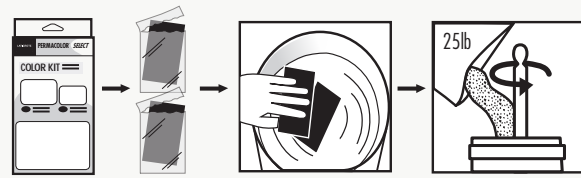


Snap for more information.

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Industry Leading Performance

PERMACOLOR® Select is an advanced high performance cement grout that offers the industry's first dispensable dry pigment solution. PERMACOLOR Select is designed for virtually all types of residential and commercial installations and offers optimum performance on the most demanding exterior or interior applications. Easy to mix, grout and clean, PERMACOLOR Select is fast setting and is suitable for joints 1/16" to 1/2" (1.5 mm to 12 mm) wide on floors or walls.



PERMACOLOR® Select Offers the Following Industry Leading Performance Features and Benefits:

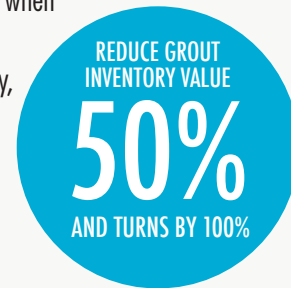
- Exceeds ANSI A118.7 and achieves ISO 13007-4 CG2FAW
- Enhanced stain resistance — equipped with STONETECH® Sealer Technology
- Vibrant consistent color — resists efflorescence
- High strength; fiber reinforced — crack and shrink resistant
- Fast setting — ready for foot traffic in 3 hours
- PERMACOLOR® Select Grout Base — available in 25 lb (11.3 kg) and 12.5 lb (5.6 kg) bags
- PERMACOLOR Select Color Kit — available in all 40 LATICRETE colors (10 x carton) plus the top competitor colors



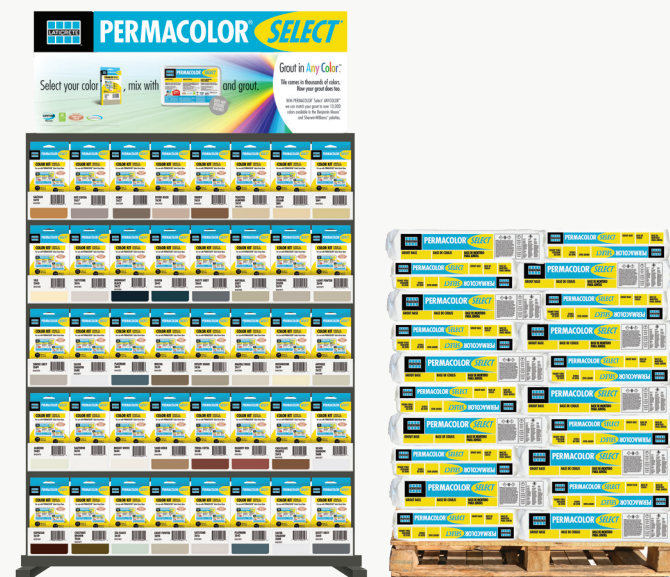
A Business and Logistics Innovation to Improve Your Financials

Until now, innovations in grout have only been within the actual product itself. PERMACOLOR Select offers industry leading performance, but is also the first to innovate the business and logistics of grout — for you and your customers. The true paradigm shift PERMACOLOR Select offers is how grout is ordered, inventoried, and sold — resulting in your business running more efficiently and much more profitably.

- Carry only the inventory you need, when you need it. Think of the value of your current cement grout inventory, all of those bags and cartons just sitting on a shelf — dollars that can be saved or directed towards marketing and selling efforts to increase your sales and profits.



- Only two pallet spaces are needed for the PERMACOLOR Select Grout Base and one shelf for the PERMACOLOR Select Color Kit pigment. Save dozens of pallet spaces in your warehouse by eliminating inventory of individual bags for each color you stock.



Color Kits are Available in 40 Vibrant Colors

03 Silk	30 Sand Beige	43 Chocolate Truffle	56 Desert Khaki	81 Butter Cream
16 Siltstone	34 Sandstone	44 Bright White	57 Hot Cocoa	85 Almond
17 Marble Beige	35 Mocha	45 Raven	58 Terra Cotta	59 Espresso
18 Sauterne	38 River Rock	46 Quarry Red	60 Dusty Grey	88 Silver Shadow
22 Midnight Black	39 Mushroom	50 Sea Glass	61 Parchment	89 Smoke Grey
23 Antique White	40 Latte	52 Toasted Almond	66 Chestnut Brown	90 Light Pewter
24 Natural Grey	41 Kashmir	53 Twilight Blue	67 Autumn Green	91 Slate Grey
27 Hemp	42 Platinum	55 Tawny	78 Sterling Silver	92 Saltillo



Expanded Color Availability and Options - with PERMACOLOR Select Color Kits

You can stock all 40 LATICRETE colors plus the top selling competitor colors — all without the inventory dollar investment or space requirements. Never miss out on a specification or request from a contractor for a color you didn't have before!

Improve Order Pick Time and Accuracy

Picking and packing orders for your warehouse personnel will be easier — no need to waste time searching for colors or moving bags and pallets. With PERMACOLOR Select Grout it's quick and easy for your staff to process orders as there's no need to search.

Order Fulfillment

If you run out of a particular color, Color Kits can be directly expedited to you or your customer with minimal shipping cost from our Rapid Fulfillment Center.

Reduce Grout Breakage

Greatly reduce grout breakage through less handling and moving of inventory as PERMACOLOR Select requires less space, and can be picked and handled easier.

Provide Unmatched Value to Your Customers

Many of the logistics and financial benefits you will gain from PERMACOLOR Select will also be realized by your customers. Inexpensive Color Kits can be stored in their warehouse providing flexibility and options to their customers while avoiding excess inventory costs and space devoted to hundreds of grout bags.



Your business financials and operations improve and your customer's business improves. PERMACOLOR Select is a paradigm shift in grout with industry leading innovation!