



New Product Launch Overview

2025 Launch Window 2

Faster, safer, easier installs without compromising performance or quality.

Introducing a professional-grade ready-to-use adhesive mortar, one-step waterproofing membrane, new shower system components, an all-in-one, water-based vapor barrier and primer, and eco-friendly, high-performance surface care products.

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

MULTIMAX™ 1

Industry's 1st and only high-performance, ready-to-use adhesive mortar.

Get the strength and versatility of traditional cement-based mortars in the convenience of a pre-mixed solution. Engineered for demanding floor and wall installations of all tile and stone sizes. This patent-pending formula offers superior bond strength, non-sag, non-slump performance, and eliminates the need for mixing or added water.

Unlock unmatched flexibility with the included activator pack. Just mix with water and spray over troweled adhesive before setting tile over waterproofing membranes, non-porous substrates, and tiles 12" (300mm) or larger on any side.

MULTIMAX™ 1 exceeds ANSI A118.15 HET, A118.4, and A118.11

standards, is approved over exterior glue plywood, certified by UL GREENGUARD, and is backed by the LATICRETE® Lifetime System Warranty — making it the go-to solution for professionals seeking performance, speed, and simplicity.



VAPOR BAN™ Primer W

Safer, simpler moisture mitigation solution!

Tackle moisture with fewer steps, less mess, and a safer formula. VAPOR BAN™ Primer W is a ready-to-use, water-based, all-in-one vapor barrier and primer that simplifies installation and eliminates the need for separate priming. With high-performance moisture control **rated for 100% RH and MVER up to 25 lbs.**, along with strong bond strength, it ensures a solid substrate for final flooring, including self-leveling underlayments (SLUs).

Free of epoxy resins, it's hypoallergenic, low odor, and low VOC — making it a safer solution for today's installers and jobsites. This premixed formula, combined with resealable packaging and a color-change cure indicator, offers ease of use and added assurance. Apply over new or existing concrete and work safer, greener, and faster — without compromising performance.



HYDRO BAN® 1

Simplify waterproofing without compromising performance or quality.

Another industry first from LATICRETE, HYDRO BAN® 1 redefines waterproofing with its innovative, **single-coat, trowel-applied formula**. Engineered for both waterproofing and crack isolation, work faster and smarter using a trowel-on waterproofing method.

With its self-gauging application, the trowel serves as a built-in thickness guide, removing the guesswork and minimizing application stress during application. Its color-changing cure indicator gives instant visual confirmation when the membrane is ready for flood testing — in as little as 2 hours after it cures. Ideal for a variety of substrates, climates, and project types, HYDRO BAN 1 makes professional-level waterproofing achievable with fewer steps, fewer tools, and less time on site.

For contractors and installers looking to improve their efficiency, reduce material needs, and achieve reliable, high-performance results, HYDRO BAN 1 is the future of trowel-applied waterproofing.





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

HYDRO BAN® Modular Pre-Sloped Shower Pans & Curbs

Modular, tile-ready shower solutions for flexible installations.

The HYDRO BAN® Shower System lineup now includes new variations of our pre-sloped shower pans and preformed curbs — featuring a modular, flat-pack design — to meet a wider range of project needs.

Pre-waterproofed and tile-ready, these lightweight and site-sizable pans are easy to transport and store, and available in seven (7) common sizes. With both center and off-center drain options, each pan **comes packaged in four (4) pieces for more efficient dry-fitting and installation on-site**, and are thinner enabling barrier-free installations.

The new flat-edge curb is available in 24", 48" and 72" lengths allowing for broader compatibility and flexibility during installation.

These shower components will begin replacing select existing SKUs, including the HYDRO BAN Shower Pan and Shower Pan Kit.

COMING SOON —

A modular shower pan designed for use with linear drains.

HYDRO BAN® Peel & Stick Sheet Membrane Accessories

Minimize installation time. No adhesive mortar needed.

Engineered for fast, mess-free waterproofing in wet areas—including steam rooms, steam showers and bathrooms— these waterproof and vapor-resistant membranes speed up immediate waterproofing and tile installations. Featuring a peel-and-stick application with a non-organic adhesive chemistry, they eliminate the need for additional adhesives or mortars to install the membrane.

The new peel-and-stick range includes **sealing tapes, nail circles, preformed corners, and pipe collars**, supporting fast and reliable installations while also ensuring long-term protection and performance.

Whether sealing around shower valves, pipes, or wall seams, HYDRO BAN® Peel & Stick Sheet Membrane Accessories integrate seamlessly into the HYDRO BAN Shower System for full compatibility and is backed by the LATICRETE® Lifetime System Warranty.



PRODUCT UPDATES

FOREVER CHEMICALS. FOREVER ELIMINATED.

STONETECH® PFA Free

Introducing the PFAS-Free STONETECH lineup



Newly updated and engineered to provide high-performance protection and care for natural stone and tile surfaces, all without intentionally adding PFAS; including PFOA and PFOS. These next-generation products align with growing demand for healthier indoor environments and chemical transparency, without compromising durability or results.

Now available in BulletProof® Sealer, Revitalizer® Cleaner & Protector, Heavy Duty Sealer, and Enhancer Pro™ Sealer, the water-based, low-VOC formulas deliver the same application experience professionals expect, with improved indoor air quality and unrestricted shipping capabilities.

Select STONETECH products also feature built-in antimicrobial protection, helping inhibit the growth of stain and odor-causing bacteria, mold, and mildew on treated surfaces. With a consolidated product line and simplified choices, STONETECH delivers the same trusted performance and protection you've come to expect, with a renewed focus on user safety and environmental responsibility. These changes will allow us to better serve your needs with more sustainable, efficient, and streamlined solutions.



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