



Media Contact:

Cooper Koch, (214) 329-9191
cooper@coopersmithagency.com

LATICRETE Doubles Shelf Life of Select Products For Bagged Cement-Based Mortars & Grouts

Products to boast two-year shelf life due to new advanced plastic bag packaging, reducing disposal costs for unused inventory

February 9, 2017, Bethany, Conn. -- LATICRETE, a manufacturer of globally-proven construction solutions for the building industry, has doubled the shelf life of nearly twenty of its bagged cement-based mortars and grouts, which now boast a two-year shelf life, thanks to advancements in the company's plastic packaging that protects the material from water and air moisture.



“While most products on the market must be disposed of after a year, our longer shelf life will allow distributors and contractors to store these mortars and grouts for an extended time, ultimately reducing their disposal costs for unused, expired inventory,” said Sean Boyle, Senior Director of Marketing and Product Management at LATICRETE.

Globally Proven Construction Solutions

In addition to extending shelf life, LATICRETE's durable new plastic packaging is also recyclable and reduces breakage, as well as offers information and instructions in three languages (English, Spanish and French).

Products include 254 Platinum, 255 MULTIMAX™, 253 Gold, 252 Silver, 4-XLT, 125 Sound & Crack Adhesive, 211 Powder, 3701 Fortified Mortar, TRI-LITE™, LHT™, 317 Floor & Wall Mortar, Glass Tile Adhesive, 226 Thick Bed Mortar, 1500 Sanded Grout and 1600 Unsanded Grout.

###

About LATICRETE

LATICRETE is a leading manufacturer of globally proven construction solutions for the building industry. LATICRETE offers a broad range of products and systems covering tile & stone installation and care, masonry installation and care, resinous and decorative floor finishes, concrete construction chemicals, and concrete restoration and care including the LATICRETE® SUPERCAP® System. For 60 years, LATICRETE has been committed to research and development of innovative installation products, building a reputation for superior quality, performance and customer service. LATICRETE methods, materials, and technology have been field and laboratory proven by Architects, Engineers, Contractors and Owners. Offering an array of low VOC and sustainable products, LATICRETE products contribute to LEED certification, exceed commercial/residential VOC building requirements, and are backed by the most comprehensive warranties in the industry. For more information, visit laticrete.com.

