



For Immediate Release
Additional information contact:
Eric Carson or Ron Treister
epc@communicatorsintl.com
207-828-8050 x 101

New LATICRETE® SpectraLOCK® PRO Premium Grout†



Jan. 25, 2010: LATICRETE, a global leader in the manufacturing of innovative systems for the installation of tile and stone, has announced the launch of new LATICRETE® SpectraLOCK® PRO Premium Grout† with enhanced StainProof^^ protection and non-sag performance for durable, easier to maintain tile grout joints that offer lasting beauty. With all of the same great features of LATICRETE SpectraLOCK PRO Grout) including the unmatched consistency in color, strength and extraordinary ease of use,

LATICRETE SpectraLOCK PRO Premium Grout never requires sealing for interior and exterior^ tile grout applications on both floors and walls.

Revolutionary tile grout technology from LATICRETE has been used to develop the new LATICRETE SpectraLOCK PRO Premium Grout with advanced StainProof protection that makes grout joints easier to maintain than ever before. With the improved non-sag performance and superior workability, LATICRETE SpectraLOCK PRO Premium Grout offers fast, problem-free installations and beautiful flush tile grout joints. Available in 40 Lifestyle Colors and 220 Dazzle options, LATICRETE SpectraLOCK PRO Premium Grout provides design flexibility with vibrant, consistent color that can be cleaned back to its original shade. Equipped with Microban® antimicrobial protection to inhibit the growth of stain-causing mold and mildew, LATICRETE SpectraLOCK PRO Premium Grout can be used for commercial and residential tile designs including swimming pools, fountains and other permanent wet areas. The new premium LATICRETE grout formula is also ideal for regrouting projects.



Innovative Tile and Stone Installation Systems

LATICRETE SpectraLOCK PRO Premium Grout is GREENGUARD® certified low VOC and can contribute points toward LEED and LEED for Homes certification. LATICRETE SpectraLOCK PRO Premium Grout exceeds ANSI A118.3 strength requirements and is backed for peace of mind by the LATICRETE Lifetime System Warranty*.

LATICRETE International, Inc. is a family owned business dedicated to innovative, high quality tile and stone installation systems. Based in the USA, the 50-plus year old company is one of the world's leading manufacturers in its field. It's well known brands LATICRETE®, LATAPOXY® and SpectraLOCK® are manufactured and sold worldwide. USA /Canada: 1.800.243.4788, outside USA: +1.203.393.0010, www.laticrete.com.

† United States Patent No.: 6881768 (and other Patents).

* See Data Sheet 230.99 for complete warranty information.

^ Not for exterior facades.

^^ StainProof (residential installations only) to common household cleaners, liquids and other goods. Clean all spills immediately.

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