



For Immediate Release
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LATICRETE Intros Eco-Friendly Grout Channel Refurbishment Kit



For Immediate Release - LATICRETE, a global leader in the manufacturing of innovative systems for the installation of tile and stone, continues to seek out and implement sustainable initiatives to protect the environment most recently with the launch of its LATICRETE Grout Channel Refurbishment Kit.

The new eco-friendly program was developed by marketing experts at LATICRETE in concert with the January 2011 introduction of six exciting new grout colors designed to refresh the 40 options available for designing with tile and stone. The refurbished LATICRETE Grout Channel Kit program allows LATICRETE sales representatives and LATICRETE customers in the field to simply pop out the discontinued grout color channels and replace them with the six new colors available, avoiding the disposal of outdated grout channel kits. This refurbishment kit supports the LATICRETE commitment to green initiatives by reducing waste.

“Refurbishing grout channel kits is one example where a small adjustment contributes to the greater good of all the efforts LATICRETE makes on behalf of the environment,” said Maria Oliveira, LATICRETE Corporate Marketing Manager. “We are simply committed to sustainability.”

The LATICRETE Grout Channel refurbishment Kit is compatible with the following models: L-254.0APD-1209, L-254.0APD-1008 and L-254.0APD-0208. For more information, LATICRETE customers can contact their local sales representative.

Innovative Tile and Stone Installation Systems

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.

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