



**For Immediate Release**  
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## LATICRETE Set to Launch Six New Grout and Sealant Colors in 2011



**October 22, 2010:** LATICRETE, a global leader in the manufacturing of innovative systems for the installation of tile and stone, has announced the release of six exciting new grout and sealant colors set to launch in January 2011.

The six new grout and sealant colors to join the LATICRETE color palette include Tawny, Desert Khaki, Hot Cocoa, Terra Cotta, Espresso and Dusty Grey, offered in LATICRETE® SpectraLOCK® PRO Grout, LATICRETE SpectraLOCK 2000 IG, and LATICRETE PermaColor Grout™. LATICRETE will also offer a coordinating LATICRETE

Premium Acrylic Caulk color to compliment the six new grout colors, all to be debuted at the Surfaces 2011 trade show in Las Vegas, NV in January.

“Our customers were an integral part of our research in narrowing down to these six new colors; our palette will now offer a fresh range of colors from which customers can choose for all tile and stone installation projects”, said Maria Oliveira, Corporate Marketing Manager. The ability to accent tile and stone designs with LATICRETE grout allows industry professionals to explore options and personalize each space. The full range of LATICRETE grout products are GREENGUARD for Children & Schools certified for promoting healthy indoor air quality.

The following LATICRETE grout and sealant colors will no longer be available after December 31, 2010: Navajo Tan, Caramel, Copper Beech, Cinnamon, Buff and Dusty Rose.

LATICRETE International, Inc. is a family owned business dedicated to innovative, high quality tile and stone

### Innovative Tile and Stone Installation Systems

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](http://www.laticrete.com).

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