



For Immediate Release
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LATICRETE Has New 3D Grout Color Selection Fan Decks



For Immediate Release - LATICRETE, a global leader in the manufacturing of innovative systems for the installation of tile and stone, has announced the availability of the new LATICRETE 3D Grout Color Selection Fan Deck for the fast, easy selection of their 40 grout colors. The fan deck is made up of thin, flexible hard plastic color strips, one for each color the company offers. Each strip features a vibrant, textured color deposit that bends to simulate a finished grout joint. Simple to use, carry and store, the LATICRETE 3D Grout Color Selection Fan Deck makes selecting the perfect color easier than ever before in a compact, pocket-sized tool.

The LATICRETE 3D Grout Color Selection Fan Deck can be spread open to display the full spectrum of designer-friendly tile grout colors in the deck, or each individual color strip can be isolated and used with the desired surface option for a quick, easy reference tool when designing with tile and stone. End-users can simply bend each individual strip down on both sides and place it between tiles for a nearly true representation of the finished application.

“This is another innovative free tool that we developed to make the selection of LATICRETE® grout colors easier than ever before,” said Maria Oliveira, LATICRETE Corporate Marketing Manager. “It’s incredibly convenient and folds up easily, making it a quick pocket reference tool. It’s a handy tool for anyone involved in the sales or the specification process of selecting grout colors for tile and stone projects.”

Innovative Tile and Stone Installation Systems

The LATICRETE 3D Grout Color Fan Deck features a new Bright White option from LATICRETE as well as six other new exciting colors introduced for 2011. The LATICRETE 3D Grout Color Selection Fan Deck with full color strips can be easily referenced by LATICRETE sales representatives, distributors, retail showroom professionals, architects and interior designers to help visualize the finished result of tile and stone designs.

The new LATICRETE 3D Grout Color Fan Deck includes all 40 color options available in LATICRETE SpectraLOCK® PRO Premium Grout and LATICRETE PermaColor™ Grout.

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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