



**For Immediate Release**  
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## Introducing: LATICRETE® PermaColor™ Grout



**January 22, 2008:** LATICRETE, a global leader in the manufacturing of innovative systems for the installation of ceramic tile and stone, announced today the launch of LATICRETE® PermaColor™ Grout, offering the maximum performance available in a cement-based grout, with unmatched color consistency and resistance to stain causing mold and mildew with antimicrobial protection from Microban®. GREENGUARD Certified for better indoor air quality, LATICRETE PermaColor Grout contributes to LEED Certification with low VOC content. In addition, LATICRETE PermaColor Grout is

Kevlar® reinforced for superior strength and flexibility, making it ideal for both interior and exterior floors and walls in both residential and commercial applications.

LATICRETE PermaColor Grout requires no additive and is mixed with water and ready to be installed. Backed by the LATICRETE Lifetime Residential Warranty\* and the LATICRETE 10 Year Systems Warranty\*, LATICRETE PermaColor Grout offers peace of mind for the permanent, problem-free installation of ceramic tile and stone. Available in 40 different lifestyle colors, LATICRETE PermaColor Grout resists efflorescence and blotchiness.

LATICRETE is a global leader in the manufacturing of tile and stone installation systems, known and trusted for industry leading innovation and expertise. For in-depth technical support and answers to your installation or application questions call toll free: (800) 243-4788 ext 235, or outside the USA: (203) 393-0010, ext 235, E-mail: [support@laticrete.com](mailto:support@laticrete.com). Comprehensive LATICRETE and industry information can be found on the web at: [www.laticrete.com](http://www.laticrete.com). LATICRETE, LATAPOXY, SpectraLOCK and the LATICRETE logo are registered trademarks of LATICRETE International, Inc.

\* See Data Sheets 230.12 and 700.12 for complete warranty information.

### Innovative Tile and Stone Installation Systems