

July 2026

Introducing LATICRETE Blue Premier™ Rewards



LATICRETE has introduced Blue Premier Rewards, a new loyalty program created specifically for contractors and installers who are not currently enrolled in the MVP program.

If you're already using LATICRETE products, you can now earn rewards for purchases you're making every day.

Quick Summary

- Free to Join
- Earn rewards for purchasing eligible LATICRETE products
- Upload receipts through the Blue Premier portal
- Earn additional rewards through training, surveys, referrals, and more
- Redeem points ("Notches") for valuable rewards
- Advance through membership levels for increased earning potential

How It Works

1. Buy eligible LATICRETE products
2. Upload your receipts
3. Earn Notches for purchases and participation activities
4. Redeem Rewards and unlock higher membership tiers

Membership Levels

 MEMBER 0 - 5,000 earn 1 notch per \$1	 MEMBER PLUS 5,001 - 35,000 earn 2 notches per \$1	 PREFERRED 35,001 - 80,000 earn 2.5 notches per \$1	 ELITE 80,001+ earn 3 notches per \$1
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Who Can Join?

Blue Premier Rewards is available to U.S. and Canadian contractors and installers who are not currently members of the LATICRETE MVP program.

Ready to Start Earning?

Visit the Blue Premier Rewards portal at <https://www.laticrete.com/solutions-for-you/blue-premier-rewards> to register and begin collecting rewards on your next LATICRETE purchase.

Start earning rewards for the products you already use every day!

The Following additional Pricelists are Included in this Edition of the Trailblazer:

Laticrete - The latest Laticrete price list includes several notable updates. Customers will see lower pricing on both 2300 Ready-to-Use Grout and 2500 PERMACOLOR® Grout, while most other Laticrete products have received a modest price increase.

In addition to the pricing changes, we've added two new stocked products, MULTIMAX™ 1 and HYDRO BAN® 1. MULTIMAX 1 is a revolutionary ready-to-use adhesive mortar that delivers outstanding performance without the need for mixing, making installations faster, cleaner, and more consistent. HYDRO BAN 1 is a high-performance waterproofing and crack isolation membrane featuring a single-coat application, color-change cure indicator, and flood-test readiness in as little as two hours.

Nonstock new products include decorative HYDRO BAN Point Drain Grates, available in six styles and nine finishes, and the HYDRO BAN Modular Pre-Sloped Shower Pan and Preformed Curb, a lightweight, tile-ready shower system that eliminates the need for on-site waterproofing.

Mercado - The updated Mercado price list is now available and includes price adjustments on most products. In

Mercado continued - addition to the pricing updates, seven exciting new collections have been added to the line. Highlights include Aterna X, a bold cross-cut travertine visual designed to coordinate seamlessly with the original vein-cut Aterna series, along with two floor-rated glass mosaic options. Also new is Apalaches, an Appalachian soapstone-inspired porcelain that brings rich depth, texture, and natural character to both floors and walls. Loom rounds out the collection with a fresh approach to color and texture, featuring a soft, woven-like relief surface and complementary Warp field tiles. Available in vibrant 6x6 and 2x10 formats, these series offer endless opportunities for creative mix-and-match installations and expressive surface design.

Also included in this Trailblazer are the updated **Laticrete Strata Heat**, **Laticrete Stonetech**, and **Laticrete Profiles** price lists. These updates reflect modest price increases across most products, driven by rising global energy and transportation costs, increased freight fuel surcharges, and continued price increases from a growing number of raw material suppliers.

ADDED

FLORIDA TILE

Eclipta - Color Body Glazed Porcelain.

Geo Jungle - Recycled Glass Mosaics.

Grainmark - 8" x 48" Glazed Porcelain with a Wood Look offered in four different colors.

Lotus - 8" Leaf Glazed Porcelain offered in four different colors.

Monumentum - Glazed Porcelain.

NY2LAHDP - 24" x 48" Rectified Field Tile format now available in all colors.

Pagosa - Color Body Glazed porcelain in various formats and finishes is available in four different colors.

SerendipityHDP - 24" x 48" Rectified Field Tile format now available in all colors.

Threadscape - Color Body Glazed Porcelain.

LUNGARNO

Atlas - Glazed Ceramic Wall Mosaics.

Cultura - 3D Glazed Porcelain.

Lucidus - Glazed Porcelain Wall Mosaics.

Stratum - Glazed Porcelain Wall Mosaics.

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Streamline - Glazed Porcelain Mosaics.

Terrazzo Play - Terrazzo.

SCHLUTER

DESIGN-NICHE - Colors Bronze (TSOB), Cream (TSC), Pewter (TSG) and Stone Grey (TSSG) added and are available in all sizes.

DITRA/KERDI Trowels - TRL-MUL 3/8" x 11/32" U-Notched Multi Trowel added to line.

DITRA-HEAT-E-HK - 240 V Heating Cable 825' length #DHEHK240250 added.

KERDI-DRAIN - DRAIN KITS - New KERDI-DRAIN-STYLE designs for stainless steel grates have been introduced: Diagonal, Parallel, Quad, and Square.

KERDI-LINE-TF - The slender stainless steel borders shield the tile edges near the grate opening and the adjacent tiles.

KERDI-LINE-VARIO - KLV-STR1 Strainer and KLVRGG/2 Grate Guards (Pack of 2 Each) added to line.

PROCUT-SQR - SQR1 Profile Cutting Guide.

TPRO-ET - TPROET1 Embedding Tool for KERDI

DISCONTINUED

APE

Hamptons - Color Mist in all formats only.

Manacor - 5" x 5" Deco Drach (Circle) Field in colors Green, Night and White only.

Memories - 0.6" x 12" Pencil Bullnose (Edge Stick) in colors Victorian Green and White only.

Switch - Color Grey in all formats. 0.6" x 12" Pencil Bullnose (Edge Stick) in colors Blue Glossy and Graphite Matte only.

Vintage - Color Graphite in all formats only.

FLORIDA TILE

Amplify - Color Black (Matte) only in all formats.

SCHLUTER

DECO - Color Stainless Steel 304 (E) the following profiles only: E80D 5/16" x 8', E90D 11/32" x 8', E140D 17/32" x 8', E185D 23/32" x 8', E250D 1" x 8' and E300D 1-3/16" x 8'.

QUADEC-K - Entire Series.

LEA CERAMICHE

The Rock - Entire Series. (Discontinued by Manufacturer)

To access our online Excel Pricelists please go to <https://www.conestogatile.com/pricelists>