



PERMACOLOR® *SELECT*



You'll never look at grout the same again!



Snap for more information.

Globally Proven Construction Solutions

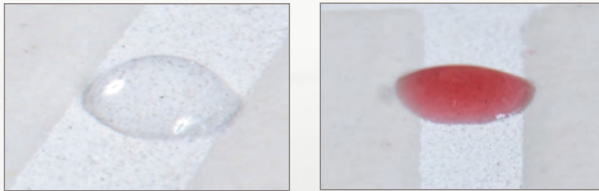
Industry Leading Performance

PERMACOLOR® Select is an advanced high performance cement grout that offers the industry's first dispensable dry pigment solution. PERMACOLOR Select is designed for virtually all types of residential and commercial installations, and offers optimum performance on the most demanding exterior or interior applications. Easy to mix, grout and clean, PERMACOLOR Select is fast setting and is suitable for joints 1/16" to 1/2" (1.5 mm to 12 mm) wide on floors or walls.

Features and Benefits:

- Exceeds ANSI A118.7 and achieves ISO 13007-4 CG2FAW
- Enhanced stain resistance – equipped with STONETECH® Sealer Technology – No Sealing Required
- Vibrant consistent color – resists efflorescence
- Reinforced with Kevlar® – crack and shrink resistant
- Fast setting – ready for foot traffic in 3 hours

STONETECH® Sealer technology provides enhanced stain repellency



Color Kits are Available in
40 Vibrant LATICRETE Colors

Plus the top 30 competitor colors



PERMACOLOR® Select – You'll Never Look at Grout the Same Again!

PERMACOLOR® Select is a paradigm shift in both grout performance and in the business/logistics aspect of grout. Offering the industry's first dispensable dry pigment solution, PERMACOLOR Select separates the colored pigment from the highly engineered PERMACOLOR Select Base. Now you and your customers can Select your size, Select your color and eliminate excess inventory cost, inventory space and hassle traditionally associated with grout.

Here's How It Works:

PERMACOLOR Select is available in either a 25 lb (11.3 kg) or 12.5 lb (5.6 kg) bag "Base" which excludes any color pigment in the bag – think of it as a neutral base ready to accept pigment.

All 40 LATICRETE colors, plus top selling competitive colors, are offered in "Color Kits" shown here.

Base Powder System:



Color Kit Contents:



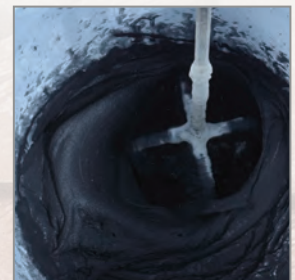
Each Color Kit contains two "Color Packets." Simply mix two Color Packets for one 25 lb bag or one Color Packet for one 12.5 lb bag. Just Remember, 2 for a 25 lb and 1 for a 12.5 lb.



Drop packs into water



Add base powder



Mix and then grout



Scan here to watch a brief video on PERMACOLOR Select!

A Business and Logistics Innovation to Improve Your Financials

REDUCE GROUT INVENTORY VALUE
50%

100%
INCREASE IN TURNS

Until now, innovations in grout have only been with the actual product itself. PERMACOLOR Select offers industry leading performance, but is also the first to innovate the business and logistics of grout — for you and your customers. The true paradigm shift PERMACOLOR Select offers is how grout is ordered, inventoried and sold — resulting in your business running more efficiently and much more profitably.

Carry only the inventory you need, when you need it. Think of the value of your current cement grout inventory, all of those bags and cartons just sitting on a shelf — dollars that can be saved or directed towards marketing and selling efforts to increase your sales and profits — eliminate grout obsolescence!

Only two pallet spaces are needed for the PERMACOLOR Select Grout Base and one shelf for the PERMACOLOR Select Color Kit pigment. Save dozens of pallet spaces in your warehouse by eliminating inventory of individual bags per each color you stock.

REDUCE GROUT PALLET SPACE REQUIREMENTS BY
80%

Expanded Color Availability and Options

With PERMACOLOR Select Color Kits, you can stock all 40 LATICRETE colors, plus the top selling competitor colors — all without the inventory dollar investment or space requirements. Never miss out on a specification or request from a contractor for a color you didn't have before!

Improve Order Pick Time and Accuracy

Picking and packing orders for your warehouse personnel will be easier — no need to waste time searching for colors or moving of bags and pallets.

Order Fulfillment

If you run out of a particular color, the Color Kits can be directly expedited to you or your customer with minimal shipping cost from our Rapid Fulfillment Center.



Reduce Grout Breakage

Greatly reduce grout breakage through less handling and moving of inventory as PERMACOLOR Select requires less space and can be picked and handled easier.

Save Labor Handling Costs

Virtually eliminate the time and costs associated with unpacking grout bags from pallets then having to restack on your shelf, plus no more having to rotate inventory!

Provide Unmatched Value to Your Customers

Many of the logistics and financial benefits you will gain from PERMACOLOR Select will also be realized by your customers. Inexpensive PERMACOLOR Select Color Kits can be stored in their warehouse providing flexibility and options to their customers while avoiding excess inventory costs and space devoted to hundreds of bags of grout.



Your business financials and operations improve and your customers business improves. PERMACOLOR Select is a paradigm shift in grout with industry leading innovation!



The Grout Game is Changing on



- No sealing required
- Extremely consistent color
- Reduce grout inventory value by 50%
- 80% less pallet space required
- 100% increase in turns



Color Kit Contents:



Base Powder System:



40 LATICRETE
Colors

30 Competitive
Colors



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T-2729-0115 *See Data Sheet 230.99 for complete warranty information. ^When mixed with PERMACOLOR® Select Grout Base.