



**Media Contact:**

John Camp, (214) 329-4477  
[john@coopersmithagency.com](mailto:john@coopersmithagency.com)

**LATICRETE Kicks Off SPECTRALOCK® 1 “Pick 1” Sweepstakes to Celebrate the Most Evolutionary and Versatile Pre-Mixed Grout on the Market**

*One lucky winner will have the grand prize choice of a truck, a boat with a trailer or a once in a lifetime vacation*

**June 29, 2020, Bethany, Conn.** -- LATICRETE, a leading manufacturer of globally proven construction solutions for the building industry, has launched a prize promotion for its U.S. and Canadian customers (excluding Quebec) to celebrate the launch of SPECTRALOCK® 1, the industry’s first pre-mixed, stain-proof grout with true epoxy performance. Now through the end of Dec. 2020, verified tile and stone installation contractors may enter the SPECTRALOCK 1 “Pick 1” Sweepstakes for a chance to win the grand prize to choose between a truck, a boat with a trailer or a once in a lifetime vacation. Monthly prizes will also be awarded, including a home theater, a Weber® grill and a Patagonia® prize package.

“Since launching SPECTRALOCK 1 earlier this year, it’s been of the utmost importance to LATICRETE that we give back to our loyal customers who helped us make SPECTRALOCK® Grout the #1 preferred epoxy grout for over a decade\*. The SPECTRALOCK 1 “Pick 1” Sweepstakes also allows us to give the grand prize of the winner’s choice, which makes it all the more special,” said Ryan Blair, LATICRETE Senior Product Manager - Grouts & Sealants. “SPECTRALOCK 1 offers all the benefits from the original SPECTRALOCK, but without the hassle of mixing, so we know our customers will like it just as much as, if not more than, its previous iteration.”

**Globally Proven Construction Solutions**

Launched in Feb. 2020, SPECTRALOCK 1 is the only pre-mixed grout in the market that meets and/or exceeds the ANSI A118.3 specification. It offers superior strength at 3,500 psi, the ability to be submerged and an extremely fast cure rate that allows customers to complete durable projects in less time than ever before. The grout also provides exceptional versatility and excellent color consistency, even with the most demanding applications. The easy-to-use, stain-proof formula is available in a wide variety of colors to match any design.

**Prize Schedule:**

- July - Stand Up Paddle Board
- August - Wine of the Month Club Membership
- September - Cutco Knife Set
- October - Weber Grill
- November - Patagonia Prize Package
- December - Home Theater
- January - "Pick 1" truck, boat with a trailer or once in a lifetime vacation

For entry and official rules with complete eligibility, prize descriptions, odds disclosure and other details, visit

[www.spectralock1.com](http://www.spectralock1.com).

*\*According to Clear Seas Research study findings.*

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**About LATICRETE**

LATICRETE is a leading manufacturer of globally proven construction solutions for the building industry. LATICRETE offers a broad range of products and systems covering tile & stone installation and care, masonry installation and care, resinous and decorative floor finishes, concrete construction chemicals, and concrete restoration and care including the LATICRETE® SUPERCAP® System. For over 60 years, LATICRETE has been committed to research and development of innovative installation products, building a reputation for superior quality, performance and customer service. LATICRETE methods, materials, and technology have been field and



laboratory proven by Architects, Engineers, Contractors and Owners. Offering an array of low VOC and sustainable products, LATICRETE products contribute to LEED certification, exceed commercial/residential VOC building requirements, and are backed by the most comprehensive warranties in the industry. For more information, visit [laticrete.com](http://laticrete.com).

