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**LATICRETE to Showcase Leading Color Possibilities, State of Industry Panel,**

**Motorsport Sweepstakes Launch at Coverings 2024**

*High-Revving Show Booth to Highlight Brand’s Color Expertise, Reward Loyal Partners and Customers, Demonstrate Industry Innovation*

**April 19, 2024, Bethany, Conn. –** [LATICRETE](https://www.laticrete.com/), a leading manufacturer of globally proven construction solutions for the building industry, will debut their new color-coordinated profiles and trims while also providing insight and perspective on the state of the tile and stone market, finishes, and more as an exhibitor at [Coverings 2024](https://www.coverings.com/) (April 22-25 at the Georgia World Congress Center in Atlanta, GA), the industry’s largest annual conference in North America.

At Booth 7758 in [Hall C](https://coverings2024.smallworldlabs.com/laticrete-international-inc), attendees can see LATICRETE® products in action each day of the show and interact with the brand’s installation experts. For the first time, all 40 of the [brand’s color](https://www.laticrete.com/en/our-products/color-selector) profiles and trims will be on display alongside their coordinated grout and sealant colors, which serves as a visual testament to the boundless design options LATICRETE offers for projects with consistent, cohesive aesthetic demands. The array of complimentary hues builds upon the brand’s unique ability to offer custom colors with the [ANYCOLOR™ program](https://www.laticrete.com/en/our-products/color-selector/anycolor-program) for the majority of their product roster.

“This new offering allows LATICRETE to offer industry-leading aesthetics for almost any sought-after look,” said Samantha Rothberg, director of marketing communications at LATICRETE. “With this, we hope to help the industry unlock a world of possibilities without the need to compromise on color.”

In addition, Sean Boyle, MBA, senior vice president of marketing and channel management at LATICRETE, will serve as a panelist in a roundtable discussion titled “[Economic Forecast: The State of the Tile Market](https://coverings2024.eventscribe.net/agenda.asp?pfp=days&day=4/23/2024&theday=Tuesday&h=Tuesday%20April%2023&BCFO=P%7CG),” being held in GWCC B/C, B312 at 8 a.m. on April 23. With decades of industry experience, Boyle will share his point of view on the current economic landscape, what is driving ceramic tile growth, the state of emerging markets, and the industry’s future.

The brand will also drop the green flag on a motorsports sweepstakes. For tile and stone contractors and installers that rely on LATICRETE for a wide variety of flooring and installation solutions, the company will help them to relax just as hard as they work with the launch of the [SPECTRALOCK](https://www.laticrete.com/Search%20Results#filterproduct_e=0&filterother_e=0&filterproduct_q=SPECTRALOCK&filterother_q=SPECTRALOCK)® Grout Sweepstakes. From May through December 2024, contractor partners from the U.S. and Canada can enter to win monthly prizes, including gift cards, a trip to Indianapolis Motor Speedway for the October 2024 [Intercontinental GT Challenge](https://www.intercontinentalgtchallenge.com/event/141/Indianapolis%208%20Hour%20Presented%20by%20AWS) race, or the grand prize of a 2024 Ford® F-150 Hybrid. The giveaway dovetails with the brand’s [partnership with Turner Motorsports](https://cdn-global.laticrete.com/-/media/project/laticrete-international/shared/press-releases/2024/2024_april_laticrete_and_turner_racing_announce_-partnership.pdf?rev=f3212d9589c34672b16187a06814ffb2) for the 2024 SRO GT World Challenge.

“Both the sweepstakes and our participation in the economic forecast panel show that LATICRETE is committed to serving customers with high performance, from start to finish in more ways than one,” said Boyle. “Coverings 2024 is a great forum for us to interact with industry professionals and constructors alike while also showcasing the LATICRETE services and products that, like endurance car racing, offer long-lasting performance.”

The company will also offer a special treat to booth attendees and motorsport fans alike. [Justin Rothberg](https://www.gtamerica.us/driver/316/justin-rothberg), grandson to LATICRETE founders Lillian Rosenstock and Dr. Henry M. Rothberg, has already seen much success in his endurance racing career. Booth visitors can get a glimpse into Justin’s budding racing career by checking out his Ferrari 488 Challenge Evo, the car he drove to a Trofeo Pirelli AM Championship in 2023.

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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 SUPERCAP® System. For over 65 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/).