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**LATICRETE to Showcase Color Prowess, Integrated System**

**Solutions for Versatility at KBIS 2025**

*Color Coordination And Single Source Drives Design, Eases Logistics*

**February 18, 2025, Bethany, Conn. –** [LATICRETE](https://www.laticrete.com/en?utm_source=bldnewsroom&utm_medium=referral&utm_campaign=kbis-2025), a manufacturer of globally proven construction solutions for the building industry, will highlight its diverse selection of colors and finishes for their extensive offering of system solutions at the [2025 Kitchen & Bath Industry Show (KBIS)](https://kbis.com/). The annual trade show, North America’s largest for kitchens and bath design, takes place February 25-27 in Las Vegas, NV.

On display will be the brand’s full selection of colors and finishes for profiles, drains, grouts, and sealants. Visitors will be able to see and touch profile and grout samples from the company’s exclusive offering of [40 coordinated colors](https://www.laticrete.com/en/our-products/color-selector/color-story?utm_source=bldnewsroom&utm_medium=referral&utm_campaign=kbis-2025) and view offerings in today’s most popular finishes, including matte black, brushed nickel, satin aluminum, polished chrome, satin brass and more. Beyond colors and finishes, system solutions for showers, waterproofing, radiant floor heat and other tile and stone installations will be on hand, all demonstrating how LATICRETE can unlock a world of possibilities for projects of any size.

“KBIS 2025 is the perfect opportunity to see and feel how cohesive, coordinated designs can be achieved with the LATICRETE system of products,” said Ben Lampi, PMP, group product manager for profiles, grouts, and sealants for LATICRETE. “Our grout and profile color innovations continue to set new industry standards and are engineered to complement and integrate seamlessly into our system solutions. We want to give customers unmatched versatility to pick and choose the right solutions for their project.”

The variety of colors and finishes being showcased builds upon the brand’s long-standing ability to offer custom colors for grouts and sealants with the [ANYCOLOR™ program](https://www.laticrete.com/en/our-products/color-selector/anycolor-program?utm_source=bldnewsroom&utm_medium=referral&utm_campaign=kbis-2025). These endless aesthetic options also pair with systems such as the [HYDRO BAN® waterproofing and shower](https://www.laticrete.com/en/our-products/shower-systems/preformed-shower-systems#filterproduct_e=0?utm_source=bldnewsroom&utm_medium=referral&utm_campaign=kbis-2025) system and [STRATA\_HEAT™ system](https://www.laticrete.com/en/our-products/floor-heat?utm_source=bldnewsroom&utm_medium=referral&utm_campaign=kbis-2025), a radiant floor heating system that enhances comfort and efficiency for tile or stone installations.

“Unmatched versatility and customization also extend to our ability to provide custom specifications and dimensions for our pre-formed HYDRO BAN shower systems, including shower pans, niches, benches, seats, curbs, and drains,” added Dustin Prevete, LATICRETE group product manager. “We want show attendees who may not be aware of our newest solutions to see the full breadth of LATICRETE offerings for kitchens and baths – residential, commercial, and everything in between.”

The LATICRETE booth at KBIS will showcase how the brand continues to expand its offerings and meet the demands of any project, with industry-leading reliability and system warranties. Attendees can see LATICRETE products in person at [booth #SL6183](https://kbis2025.smallworldlabs.com/co/laticrete) in the [South Hall](https://kbis.a2zinc.net/kbis2025/Public/eventmap.aspx?shMode=E&thumbnail=1&ID=50797) of the Las Vegas Convention Center.

For more information, visit [https://www.laticrete.com](https://www.laticrete.com/en?utm_source=bldnewsroom&utm_medium=referral&utm_campaign=kbis-2025).

*EDITOR’S NOTE: A host of LATICRETE subject matter experts are available for interviews during KBIS at the LATICRETE booth. To secure an appointment, please contact Sean McFarland at* [*sean.mcfarland@bld-marketing.com*](mailto:sean.mcfarland@bld-marketing.com)*.*

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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/).