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**LATICRETE Expands Product Lines to Drive Functionality, Simplify Installation of Heated Flooring**

*New Thermostat and Underlayment Roll Size Introduced in Response to Customer Demand*

**October 30, 2024, Bethany, Conn. –** [LATICRETE](https://www.laticrete.com/), a manufacturer of globally proven construction solutions for the building industry, has announced two product line expansions — the [STRATA\_HEAT™ Programmable LCD Thermostat](https://www.laticrete.com/en/products/strata_heat-programmable-lcd-thermostat) and the new 54-ft² roll size of [STRATA\_MAT™](https://www.laticrete.com/en/products/strata_mat) — both designed to simplify installation for tile projects of all sizes, offering greater convenience and functionality.

“A true ‘set it and forget it’ thermostat and a new underlayment roll size are the latest ways LATICRETE is reaffirming its commitment to offering [building products](https://www.laticrete.com/en/about-us/innovation-and-impact) that drive value for everyone involved – contractors, installers, and homeowners,” said Dustin Prevete, LATICRETE group product manager. “These product line expansions are tailored variations of existing LATICRETE® products, directly inspired by feedback from installers and customers. It’s all part of our ongoing commitment to delivering the best installer experience and ensuring reliable, long-lasting solutions.”

**STRATA\_HEAT™ Programmable LCD Thermostat**

The STRATA\_HEAT Programmable LCD Thermostat integrates with the [STRATA\_HEAT Radiant Floor Heating System](https://www.laticrete.com/en/our-products/floor-heat). The addition responds to demand for a simple, easy-to-use thermostat for applications where reliable, consistent control is essential. Even in instances of a wireless internet outage, the thermostat will maintain its schedule. The new thermostat joins the family of other top-tier [thermostats from LATICRETE](https://www.laticrete.com/en/our-products/floor-heat/thermostat), each offering different levels of customizability and technical features, including Wi-Fi compatibility and integration with automation apps, such as the “MySTRATA\_HEAT” app.

The STRATA\_HEAT Programmable LCD Thermostat offers a full-color LCD screen that can be seen from any angle and a user-friendly touch pad for quick and easy setup and operation. It serves as the main source for temperature control within the STRATA\_HEAT Radiant Floor Heating System. Offering three modes—automatic schedule, manual, and frost-protect—it can be used manually or programmed specifically to meet floor heating needs. With advanced floor control, users can optimize comfort and energy savings by minimizing energy output and maximizing system efficiency.

**STRATA\_MAT™ (54 ft2 Roll)**

LATICRETE has also added a new, smaller roll size to its STRATA\_MAT family, a high-performing uncoupling membrane for tile and stone installations that serves as a base layer between the flooring substrate and the tile to isolate the transmission of in-plane substrate cracks. The 54-sq.-ft. roll is specifically designed for residential and smaller space installations, thereby reducing waste on such projects. The new size joins 323-sq.-ft. and 150-sq.-ft. options, providing customers with versatility and convenience.

For more information on these product introductions from LATICRETE, visit <https://www.laticrete.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/).