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**LATICRETE Drives Elevated Aesthetics, Improves Installation Experience**
**with Introduction of Custom Shower Products**

*New Solutions Meet Modern Construction Demands, Come with an Updated Ordering System*

**September 17, 2024, Bethany, Conn. –** [LATICRETE](https://www.laticrete.com/), a manufacturer of globally proven construction solutions for the building industry, is expanding its offering to provide even greater flexibility and design options with the introduction of the HYDRO BAN® Rapid Custom Shower System. Designed to meet the growing demand for personalized shower installations, the custom components complement the full [HYDRO BAN shower system](https://www.laticrete.com/en/our-products/shower-systems) suite of [niches](https://www.laticrete.com/en/products/hydro-ban-preformed-niche), [benches](https://www.laticrete.com/en/products/hydro-ban-preformed-bench), [seats](https://www.laticrete.com/en/products/hydro-ban-preformed-seat), [curbs](https://www.laticrete.com/en/products/hydro-ban-preformed-curb), and other accessories. This latest addition reflects the company’s ongoing commitment to delivering innovative, high-quality [building products](https://www.laticrete.com/en/about-us/innovation-and-impact) that empower contractors, installers, and homeowners to create tailored solutions.

“The HYDRO BAN Rapid Custom Shower System allows LATICRETE to build on its legacy of providing quality products and supporting customer’s needs and project demands,” said Dustin Prevete, group product manager at LATICRETE. “The ability to specify custom, project-specific shower components is how the brand delivers on a promise for easy-to-use solutions that help create lasting installations.”

As an added benefit to contractors and installers, the HYDRO BAN Rapid Custom Shower System can be specified through a [new ordering portal](http://www.laticrete.com/customshowers). This premium ordering experience allows for choice and versatility for projects large and small. It is particularly useful for unique projects where a standard, off-the-shelf product will not work, or manual sizing will take too much time and effort.

From an installation standpoint, pans in the suite of products can fit both [linear and point drain options](https://www.laticrete.com/en/our-products/shower-systems/drains#filterproduct_e=0). Custom pans feature a ¼”-per-linear-foot slope, creating an [ADA-compliant](https://cdnmdm.laticrete.com/NA_MULTI_BRO_0116_DS-010-8SP-0116-Barrier-Free-Shower_HYDRO-BAN-%2C40.pdf), barrier-free installation with minimal additional steps. The dimensional versatility offered through the new web portal virtually eliminates the need for onsite modification. Quick turnaround times and expedited shipping options help ensure minimal downtime to meet the needs of even the most demanding project timelines.

Like all LATICRETE® products, the HYDRO BAN Rapid Custom Shower System is backed by reliable customer support, a comprehensive warranty, and the advantage of a single-source supplier for complete system protection.

For more information on the HYDRO BAN Rapid Custom Shower System, visit <https://www.laticrete.com/customshowers>.

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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/).