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**LATICRETE Embraces Aesthetic Demands with Addition of
Matte Black Finish Options for Shower Drains**

*New Finish Underscores Trusted Brand’s Commitment to Long-Lasting, Iconic Designs*

**May 15, 2024, Bethany, Conn. –** [LATICRETE](https://www.laticrete.com/), a manufacturer of globally proven construction solutions for the building industry, has announced the addition of a matte black finish option to their robust offering of coordinated color palettes. Matte Black makes its debut in low-profile shower drains, meeting the evolving consumer demand for black details in interior finishes.

“Loyal LATICRETE® customers have been requesting this finish in line with evolving and contemporary design preferences. By offering low-profile shower drains in Matte Black, LATICRETE is helping to ensure that shower hardware can easily coordinate with other elements in a bathroom’s cosmetic appearance,” said Dustin Prevete, group product manager at LATICRETE. “The addition of Matte Black as a [[standard finish option](https://www.laticrete.com/en/our-products/tile-and-stone-installation/waterproofing#filterproduct_productsubcategories=Drains&filterproduct_e=0)](https://www.laticrete.com/en/our-products/color-selector) also dovetails nicely with our [Profiles and Trims](https://www.laticrete.com/en/our-products/profiles-and-trims) product line. No longer will customers have to compromise on color to achieve their sought-after aesthetic when specifying LATICRETE for their projects.”

Matte Black joins Brushed and Polished stainless steel and Oil Rubbed Bronze in the brand’s finish options for shower drains. It also supplements the brand’s offering of 40 colors for [grout](https://www.laticrete.com/en/our-products/tile-and-stone-installation/tile-and-stone-grouts#filterproduct_e=0) and [caulks and sealants](https://www.laticrete.com/en/our-products/tile-and-stone-installation/caulks-and-sealants#filterproduct_e=0) and the brand’s well-established [ANYCOLOR™ custom color program](https://www.laticrete.com/en/our-products/color-selector/anycolor-program), which affords virtually unlimited color options for those with a specific design vision. All options exemplify how LATICRETE delivers on their commitment to color and customization for any project.

The point and linear shower drains are designed for performance, made from high-quality, precision-engineered 304L stainless steel. This material is resistant to rust, scratches, and wear, ensuring long-lasting durability. Like other LATICRETE products, the drain options also come with the industry’s best installer experience and are produced in accordance with the brand’s notable [sustainability investments](https://www.laticrete.com/en/about-us/innovation-and-impact/sustainability). Waste reduction and recycling measures are core values in the manufacturing process, all with the product longevity that seasoned professionals know they can expect from LATICRETE.

Matte Black is now available for point, bonding flange or linear drain designs, including [HYDRO BAN® Point Drain](https://www.laticrete.com/en/products/hydro-ban-point-drain), [[HYDRO BAN Bonding Flange Drain](https://www.laticrete.com/en/products/hydro-ban-bonding-flange-drains)](https://www.laticrete.com/en/products/hydro-ban-bonding-flange-drains), and [HYDRO BAN Linear Drain](https://www.laticrete.com/en/products/hydro-ban-linear-drain) products.

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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/).