

COLORFAST

INDUSTRIES INC.

Installation Product Overview

Who We Are, Product Offering, Selling Tips, Competitive Advantage, Do's/Don'ts, Next Steps



Who We Are

1

Proven Track Record

Founded in 1995, family-owned, and U.S.-based, Colorfast Industries has over three decades of experience in manufacturing professional-grade sealants, adhesives, caulks, and grouts

2

Product Innovation & Differentiation

Colorfast is recognized for exclusive product lines like Colorfast Tile & Grout Caulk, Ultra Performance Caulk, and the newly launched EZ Grout system. Our products are color-matched to leading grout brands, making us a go-to solution for customers who demand precision and compatibility

3

Commitment to Distributor & End User Success

With a focus on training, education, and customer satisfaction, Colorfast partners with distribution teams to ensure both DIY customers and Pros can quickly understand, trust, and adopt our products

Products

Tile & Grout Caulk

- High Grade Siliconized Acrylic
- Sanded and Non-Sanded
- Water Clean Up
- Paintable
- Mold & Mildew Resistant
- Meets ASTM C834

Ultra Performance Caulk

- Hybrid Adhesive and Sealant
- Sanded and Non-Sanded
- Paintable
- Adhesive & Sealant
- Large Gaps & Wet Areas
- No Shrinking or Cracking
- ASTM C920



How to Confidently Present Colorfast Caulks

Position the Right Product for the Right Job

Tile & Grout Caulk

- **Everyday solution** for tile, tub, and wall applications — perfect color match to leading grout brands.
- **Easy to sell:** one product for both sanded and non-sanded joints.
- **Pro and DIY friendly** — water cleanup, paintable, and mold/mildew resistant.
- **Position as the go-to** for interior finishing where flexibility and color precision matter.

Ultra Performance Caulk

- **Premium hybrid** formula built for expansion joints, large gaps, and wet areas.
- **Highlight performance:** meets ASTM C920, won't shrink or crack.
- **"One tube does it all"** — adhesive strength plus flexible sealant performance.
- **Best upsell option** for pros who want long-term durability in demanding installs

Products

RTV Silicone

- Acetoxy Cure Silicone
- Non-Sanded Only
- Clear, White & Black Only
- Fast Curing
- Great Adhesion
- Mold & Mildew Resistant

Loose Tile Repair

- Elastomeric Adhesive
- Re-Adhere hollow tiles
- Forms a flexible bond
- Mold & Mildew Resistant



How to Position Silicone and Tile Repair Products

Specialty Solutions for Long-Lasting Repairs

RTV Silicone Sealant

- **Premium-grade** sealant for kitchens, baths, and wet environments where durability matters.
- **Highlight versatility:** clear, white, and black options, ideal for glass, tile, and countertop edges.
- **Fast-curing, mildew-resistant formula** — perfect for high-moisture or heavy-use areas.
- **Selling phrase:** “Seal it once, seal it right with Colorfast Silicone.”

Loose Tile Repair

- **Elastomeric adhesive** that re-adheres hollow or loose tiles without removal.
- **Quick and simple fix** — reduces downtime, no special tools required.
- **Demonstrate value:** a small tube saves a full replacement job.
- **Position it as a problem-solver:** “Keep it in every installer’s toolbox for quick on-the-job repairs.”

Products

Grout Colorant

- Single Component Epoxy
- Restore or Change Grout Color
- Seals and Protects
- Sanded, Non-Sanded or Epoxy
- Great Adhesion
- Water Clean Up
- Mold & Mildew Resistant

New Formula

- Now Acts as the Binder for EZ Grout
- Pair with EZ Grout Base
- Pour, Mix & Grout



How to Position Colorfast Grout Colorant

Renew, Restore, and Refresh

with Ease

Grout Colorant & EZ Grout Binder

- **Transforms old grout** — renews or changes color without re-grouting.
- **Seals and protects** against stains, moisture, and mildew for lasting results.
- **Simple application:** brush on, let dry, and wipe clean — perfect for DIY or pro refresh jobs.
- **New 12 oz formula** doubles as the binder for EZ Grout, creating a versatile two-part system.
- **Fast sale driver:** ideal add-on for any tile refresh or small remodel project.
- **Selling phrase:** “New look. Same tile. Easy fix.”

Products

Anti Fracture Membrane

- Single Component Formula
- Gauged Quartz
- Fiber Strands
- Up to 3/16"
- Mold & Mildew Resistant
- Meets ANSI A118.12

Mastic

- High Performance Acrylic Adhesive
- Use on Floors, Walls
- Up to 12" x 12"
- Meets ANSI 136.1 Type 1



How to Position Anti-Fracture Membrane and Type 1 Mastick

Reliable Bonding and Crack Prevention

Anti-Fracture Membrane

- **High-performance** acrylic formula designed to isolate substrate movement and prevent cracks in tile installations with gauged quartz and fiber strands for superior grab and holding strength.
- **Ideal upsell** for customers working over concrete, plywood, or existing surfaces prone to minor shifting.
- **Easy to apply** with a trowel — dries quickly and meets ANSI A118.12.
- **Selling phrase:** “Stop cracks before they start.”

Type 1 Mastick

- **Ready-to-use** acrylic adhesive ideal for walls, backsplashes, and small-format tile up to 12" × 12".
- **Strong initial grab** with extended open time — perfect for DIY and pro installers alike.
- **Meets ANSI A136.1** Type 1, ensuring dependable adhesion and long-term hold.
- **Upsell message:** “Open the pail and start setting — no mixing, no mess.”

Products

EZ Grout

- Innovative 2 Part System
- Part A= Grout Colorant, Binder Needed for the Base
- Part 2= Base Aggregate, Proprietary blend
- Consistent Color
- No Efflorescence
- Easy to Mix
- Easy to Apply
- Easy to Clean
- Stain & Crack Resistant
- Mold & Mildew Resistant



How to Position Colorfast EZ Grout

Next Generation Grout Made Simple

EZ Grout System

- **Two-part innovation:** combines the Colorant Binder (Part A) with the Base Aggregate (Part B) for consistent, professional results.
- **Easy to mix,** apply, and clean — no efflorescence, no color fade, and minimal mess.
- **Pre-measured** packaging eliminates guesswork and batching errors on the jobsite.
- **Perfect for pros and DIYers** who want epoxy-like performance with simpler handling.
- **Cross-sell opportunity:** pairs naturally with Colorfast Caulk for a complete color-matched finish.
- **Selling phrase:** “Professional performance made EZ.”

Performance, Consistency, and Simplicity

What Sets Colorfast Apart

Manufacturing Plant – In-house production ensures strict quality control and color consistency across every batch.

Family-Owned – Over 30 years of experience with hands-on leadership and a commitment to long-term partnerships.

Fast Fulfillment – Strategically stocked through Dal-Tile distribution for rapid replenishment and nationwide availability.

Full System Approach – Seamless lineup of adhesives, caulks, and grouts engineered to work together for professional results.

Trust & Reputation – Proven track record with contractors, distributors, and national retailers built on reliability and performance.

Partnering for Success

Open Discussion



Any installation or application questions from OSRs or reps.

Product fit or usage scenarios (DIY vs. Pro, wet vs. dry areas, etc.).

Field feedback — real jobsite stories help us refine and grow together.

Regional support available through Dal-Tile and Colorfast representatives





THANK YOU

Together, we're making installs cleaner, faster, and EZ.

