



FOR IMMEDIATE RELEASE
For additional information contact:
Ron Treister
rtl@communicatorsintl.com
207-828-8050

Adrian Rivera joins LATICRETE as Technical Services Representative



October 12, 2011: LATICRETE, a global manufacturer and leader of premium installation and finishing systems for the building industry, has appointed Adrian Rivera as Technical Services Representative.

Based in the Bethany, CT headquarters Rivera most recently worked for Ferazzoli Imports of New England, a tile distributor located in nearby Middletown. At that post, he worked in various capacities, all focusing in some way on customer service. Prior to that period, he worked a number of years in Florida at Gulf Tile Distributors.

“We are very fortunate to have a tile industry professional like Adrian Rivera onboard,” stated Arthur Mintie, LATICRETE Director of Technical Services. “Not only does he know our industry and have a great understanding of customer service, he comes to LATICRETE with a great understanding of our product line and concepts, a valuable benefit to our customers”.

“I am really excited about this new position,” Rivera exclaimed. “Working at the distribution level gave me great insight into most all of the products and suppliers to the tile industry. LATICRETE has always been superior in professionalism, so when the opportunity arose to join the company, I knew what a good opportunity it would be for me.”

LATICRETE International, Inc. is a US-based, family-owned global manufacturer and leader of premium installation and finishing systems for the building industry. LATICRETE® products are produced and distributed worldwide in the commercial and consumer channels. The company’s philosophy of innovation and technical expertise has led to an unparalleled reputation and commitment to superior quality, performance and customer service. Manufactured in state-of-the-art ISO 9001:2008 certified facilities, LATICRETE offers a broad product portfolio including an extensive line of low VOC sustainable products independently certified by GREENGUARD.

LATICRETE®, LATAPOXY®, SpectraLOCK®, Hydro Ban® and DRYTEK® are registered brands of LATICRETE International, Inc.
Corporate Website: www.laticrete.com.

Innovative Tile and Stone Installation Systems
