



For Immediate Release

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LATICRETE New Distributor Sales Rep Moves Over from Production Facility



Dec. 20, 2010: LATICRETE, a global leader in the manufacturing of innovative systems for the installation of tile and stone, announced that Matt Adamson will move over from a leadership position in production at the LATICRETE facility in Indianapolis, to take over as Distributor Sales Representative for the LATICRETE Indiana territory.

Adamson has a great understanding of LATICRETE materials from his three years of experience on the manufacturing side. In January he will begin his fourth year with LATICRETE working to support distributors and customers with material needs and specification guidelines for tile contractors, professional builders and remodelers in Indiana, Michigan and Western Kentucky. Adamson will report to LATICRETE regional manager Eric Pucilowski.

"We are excited to have Matt join our team," Pucilowski said. "His sales background as well as an intimate knowledge of the manufacturing processes of setting materials gives our team another added dimension. He has a high energy level and is eager to get up to full speed in his territory."

Prior to his time working at the LATICRETE Indiana manufacturing facility, Adamson has outside sales rep experience in the region with Unique Window & Door to combine with his knowledge of LATICRETE materials and methods in serving existing distribution relationships and actively seeking out new customers in the territory.

LATICRETE International, Inc. is a family owned business dedicated to innovative, high quality tile and stone installation systems. Based in the USA, the 50-plus year old company is one of the world's leading manufacturers

Innovative Tile and Stone Installation Systems

in its field. It's well known brands LATICRETE®, LATAPOXY® and SpectraLOCK® are manufactured and sold worldwide. USA /Canada: 1.800.243.4788, outside USA: +1.203.393.0010, www.laticrete.com.

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