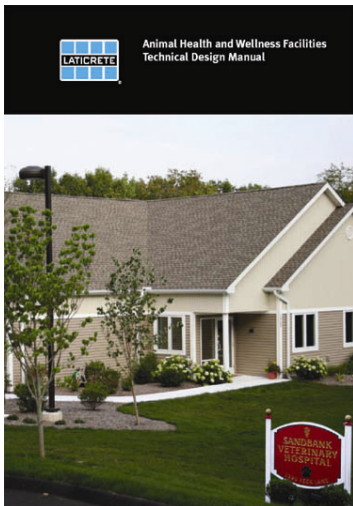




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LATICRETE Presents Industry First: Animal Health and Wellness Facilities Technical Design Manual



February 25, 2008: LATICRETE, a global leader in the manufacturing of innovative systems for the installation of ceramic tile and stone, has published the industry's first-ever technical design manual for the long-lasting installation of ceramic tile and stone in animal health and wellness environments. The LATICRETE published "Animal Health and Wellness Facilities Technical Design Manual" provides guidelines and recommendations for the design, specification and installation of tile in veterinary/animal and arts/kennel applications requiring specialized tile installation materials. Architects, designers, installers and distributors can request a copy by visiting the web at www.laticrete.com/tools.

"LATICRETE recognized a need for this type of design manual in the tile and stone industry," said LATICRETE co-owner and senior vice president, Henry B. Rothberg. "These design manuals are not just about LATICRETE, they are about designing with tile and our publishing them is a service to help the entire tile industry. These are valuable design resources for architects, specifiers, developers, tile contractors, tile distributors, tile salespeople, tile factories, etc. So far we have received an overwhelming positive response."

LATICRETE is a global leader in the manufacturing of tile and stone installation systems, known and trusted for industry leading innovation and expertise. For in-depth technical support and answers to your installation or application questions call toll free: 1.800.243.4788, ext 235, or outside the USA: +1.203.393.0010, ext 235, E-mail: support@laticrete.com. Comprehensive LATICRETE and industry information can be found on the web at:

Innovative Tile and Stone Installation Systems

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