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LATICRETE Strengthens Product Management



August 1, 2010: LATICRETE, a global leader in the manufacturing of innovative systems for the installation of tile and stone, continues to expand its product management team by adding Jay DeLuca to the position of Product Manager, Adhesives. DeLuca will manage the entire spectrum of LATICRETE adhesives including all powder, latex, epoxy and mastic adhesives.

DeLuca arrives at LATICRETE with experience in the still emerging exterior rainscreen category, moving over from a similar position with residential roof and wall system specialists Benjamin Obdyke. DeLuca brings a unique background and perspective to his position with LATICRETE, earning his undergrad degree in Communications from Temple University, while currently pursuing his masters in Strategic Communication and Leadership at Seton Hall University. While at Benjamin Obdyke, DeLuca used these skills to effectively manage the product portfolio across four different categories, including the Philadelphia-based company's ventilated exterior façade range that focuses largely on moisture management. This knowledge will transfer directly to the LATICRETE range of newly developed polymer-fortified adhesives and methods for efficient, problem-free interior and exterior vertical applications of tile and stone.

"I wasn't looking to make a career move, but I was familiar with LATICRETE and jumped at the opportunity to be considered for the product management opening," said DeLuca. "In an industry where a lot of companies are scaling back production and shelving plans for growth, the fact that LATICRETE is ramping up production and opening new facilities made this a really attractive opportunity to me. From a product management perspective, I have found that most of the issues or problems facing new product innovation are communication based. I believe that my educational background in the area of strategic communications prepares me well for this

Innovative Tile and Stone Installation Systems

challenge and I look forward to helping LATICRETE continue to develop innovative, value-added products that solve customers' needs."

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 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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