



**For Immediate Release**  
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## LATICRETE Bolsters New Division with Former Drytek Employees



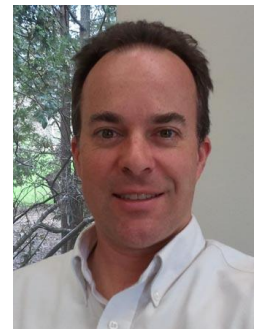
**For Immediate Release** - LATICRETE, a global leader in the manufacturing of innovative systems for the installation of tile and stone, recently acquired Drytek Flooring Solutions to bolster its cementitious range of decorative floor and wall installation materials and treatments, immediately adding five former Drytek employees along with the line of cementitious underlayment mortars, colored toppings and more to the newly established LATICRETE Specialty Products Division.

Along with the acquisition, the first step by LATICRETE into the growing segment of decorative concrete floor and wall treatments, the company brought onboard three former Drytek sales representatives to serve major metropolitan markets on the East Coast. John Striednig, Director, LATICRETE Specialty Products Division, has announced that Jim Baratta, Tom Leahy and Dennis McHugh have been added to the technical sales staff for the LATICRETE Speciality Products



Division. Baratta and Leahy will team up to cover the metro New York City area as technical sales representatives for all products sold through the LATICRETE Specialty Products Division. McHugh has been welcomed to the team in the same capacity for the Mid-Atlantic region sales.

In addition to three new technical sales representatives, the LATICRETE Specialty Products Division has also secured the consulting services of two key Drytek management members including Terry Cotton, the former owner of Drytek Flooring Solutions. In the effort to quicken the integration and further develop the Drytek line, Aaron Abbott, the former director of operations for the company, has been added to the Division in a consulting role and will work internally to accelerate the availability of all products at all plants.



### Innovative Tile and Stone Installation Systems

All five new members of the LATICRETE team arrive with extensive knowledge of the Drytek range of cementitious underlayments, colored toppings, trowel applied patches, skimcoats, sealers, primers, sound and moisture reduction installation materials and treatments to help quickly grow new sales for the LATICRETE Specialty Products Division.

“With the acquisition of Drytek Flooring Solutions LATICRETE was also able to add the extensive knowledge and technical expertise of three veteran sales representatives with proven track records of success in these territories,” said Striednig. “We feel it is a great move and the fastest way for us to grow sales in this exciting new category. This represents a first step for the new LATICRETE Specialty Products Division into the world of decorative floor and wall treatments. Although Drytek will be sold as a separate brand to its own distinct set of stocking distributors we can definitely see the potential for there to be some crossover, and look forward to rapidly extending the brand’s reach through many channels. As new SPD sales representatives, Jim (Baratta), Tom (Leahy) and Dennis (McHugh) supporting the full range of the LATICRETE SPD products.

For information on Drytek™ Flooring Solutions products from LATICRETE, call 1.877.DRYTEK.1.

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](http://www.laticrete.com).

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