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LATICRETE Announces New Partnership in Brazil with Votorantim Cimentos

(Pictured: Marcelo Lass of Votorantim Cimentos intros the new partnership this April at the 2010 FEICON BATIMAT® Expo in Brazil)



April 27, 2010: LATICRETE, a global leader in the manufacturing of innovative systems for the installation of tile and stone, has announced a new partnership in Brazil with Votorantim Cimentos, one of the 10 largest cement, concrete, aggregates and adhesives companies in the world.

LATICRETE will supply the advanced technology, materials and methods for Votorantim Cimentos to locally produce high-performance products for

the installation of tile and stone under the brand name Votomassa. The new partnership with LATICRETE provides Votorantim Cimentos with the capabilities to manufacture premium sound and crack control adhesives as well as waterproofing and anti-fracture membranes for the first time. The company views these new segments as critical to achieve the position as the Brazilian leader in the manufacturing of tile and stone installation materials.

The well-known Votomassa brand will expand in Brazil with the introduction of 21 new products based on LATICRETE technology developed over 50-plus years by the U.S.-based pioneer in the research, development and manufacturing of materials for the systems approach to the installation of tile and stone. Votorantim Cimentos has made significant investments in its manufacturing and distribution capabilities in recent years to better serve the modern civic construction industry. The company has the ability to produce Votomassa branded tile and stone installation products with enhanced LATICRETE technology at 13 different facilities strategically located near major metropolitan areas in Brazil. Votomassa brand products will be available to builders, retailers, end users, and other major distributors of building construction materials on par with big box home centers here in the U.S.

“All sectors in the Brazilian market are growing very fast,” said Marcelo Lass, general manager of mortars and adhesives for Votorantim Cimentos. “This means the construction industry here in Brazil needs to develop more

Innovative Tile and Stone Installation Systems

quickly than others to support the growth in housing, commercial and industrial buildings. While Brazil is the second largest consumer of tile, like the rest of the world we are changing to be more focused on porcelain tiles and this requires special materials to properly install. This is why we feel it's important to enter into a partnership with LATICRETE since the company has such expertise in this field. The market for tile and stone will grow dramatically in value over the next four or five years and we are now well-prepared to respond through our new relationship with LATICRETE. The partnership is particularly important with Brazil hosting both the 2014 World Cup soccer championships as well as the 2016 Olympic Summer Games. There will be many opportunities in new buildings, hotels, stadiums, restaurants, as well as residential remodeling projects.”

Votomassa will produce a thin, liquid applied waterproofing and anti-fracture membrane developed and marketed by LATICRETE as LATICRETE® Hydro Ban™. In addition, Votomassa will offer the Brazil market an epoxy grout based on the revolutionary formula of LATICRETE SpectraLOCK® PRO Grout, as well as self-leveling underlayments and high-strength adhesives for vertical applications of tile and stone. The technology, product innovation and specification for vertical installations of tile from LATICRETE was fueled by the increasingly popular global trend of using ceramic, porcelain or stone tiles as the exterior façade finish of a building.

“Brazil is the world’s second largest consumer of tile,” said Martha Cerlon, LATICRETE Director, International Sales. “The systems Votorantim Cimentos will now offer based on LATICRETE technology under the Votomassa brand, like waterproofing and anti-fracture membranes, sound and crack control adhesives and self-leveling underlayments, are entirely new to the Brazilian market. The tile and stone industry in Brazil requires these products to reduce construction time and cost of installations. LATICRETE products and systems are easy, fast and efficient to install which is also important for the Brazilian market.”

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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