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## LATICRETE appoints Brian Swann: Southern California Sales Representative



***For immediate release*** – LATICRETE, a world leader in the manufacturing and marketing of innovative systems for the installation of ceramic tile and stone, has appointed Brian Swann to the position of technical sales representative for the California Southern Region. Swann will focus on driving new demand for LATICRETE system materials in Greater Los Angeles and Orange County, while maintaining existing LATICRETE relationships in his territory.

In his prior position as an independent sales rep for Tile Industry Sales, Inc, Swann specified LATICRETE tile and stone installation systems throughout Orange County, making his move to becoming a direct member of the LATICRETE team a natural and smooth transition. After growing up in his family's tile business, Swann values the fact that LATICRETE has been family-owned and operated since 1956.

"My goal is to increase the efficiency, productivity and ultimately the profitability of my customers business," said Swann. "While working for the leader in the industry, I hope to gain a reputation as a leader in my marketplace, by upholding and providing superior service and support."

LATICRETE International 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: (800) 243-4788 ext 235, or outside the USA: (203) 393-0010. E-mail: [support@laticrete.com](mailto:support@laticrete.com). Comprehensive LATICRETE and industry information can be found on the web at: [www.laticrete.com](http://www.laticrete.com).

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