

For Immediate Release
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LATICRETE Customer Appreciation at Madame Tussauds Las Vegas



For Immediate Release: One of the major nighttime highlights of Coverings 2011 was the Customer Appreciation Event hosted by LATICRETE at world-famous Madame Tussauds, Las Vegas on March 15.

More than 400 honored guests were treated with cocktails, hors d'oeuvres and live music while being surrounded by the renowned, amazingly crafted, full-size wax figures of historical and royal individuals, film stars, sports heroes and even famous villains. A strong contingency of LATICRETE staff members were there to celebrate with them.

"I've been to many parties at trade events, but this one was one of the best," stated Farrell Gerber, Vice President of Tile Redi. "Seeing the statues up close gave me a great appreciation for the high level of craftsmanship put into each one".

Maria Oliveira, Corporate Marketing Manager of LATICRETE added, "LATICRETE has always recognized the value of our great business partners both across the country and across the globe. These at-show events are meant to be very light and relaxed. Our goal is to simply put on a great party to thank our loyal customers. For LATICRETE, these are very special and important events."

Henry B. Rothberg, co-owner of LATICRETE, greeted guests, welcoming them to Las Vegas and thanking them for their business. In particular, he emphasized that "the tile business is based on relationships ... and many of the people in this room have had strong business relationships with LATICRETE for 20 or 30 years."

"LATICRETE likes to host special events to get together with our customers in a more social atmosphere," said Eric Pucilowski, LATICRETE Regional Manager. "Just like Henry (Rothberg) says, it's another way LATICRETE thanks customers for choosing to do business with us. It's our unique method of reaching out and getting to know them even better in a very different setting."

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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