



For Immediate Release
Additional information contact:
Eric Carson or Ron Treister
epc@communicatorsintl.com
+1.207.828.8050

LATICRETE Salutes Conestoga Tile and 50 years of Excellence



October 16, 2008: LATICRETE, a global leader in the manufacturing of innovative systems for the installation of tile and stone, presented a silver plate to its long-time business partner Conestoga Tile to commemorate the wholesale distributor's 50 years of excellence in the tile and stone industry on October 16. As one of two Diamond Level sponsors of "Tile Concepts 2008," a tradeshow event held in conjunction with Conestoga Tile's 50th Anniversary celebration at the Eisenhower Hotel and Conference

Center in Gettysburg, Pennsylvania, LATICRETE paid tribute to a fellow family-run business that was founded by Jack R. Vogel in Lancaster, PA in 1958.

Over 350 attendees gathered for the one-day event, which featured close to 60 exhibitor booths for retailers, designers and architects to view some of Conestoga Tile's top supplier lines of tile, stone and allied products. LATICRETE held installation demonstrations on LATICRETE® Hydro Ban and LATICRETE PermaColor™ Grout, and sponsored the fifth session of the day, which featured the NTCA/CTEF's demonstration on ANSI standards when installing large format tiles, as well as a sit-in lecture by Floor Covering Weekly columnist Jonathan Trivers on marketing for the future.

"Conestoga Tile is an organization that exemplifies what distributors in our industry should be," said Ed Metcalf, LATICRETE President, North America Division. "Conestoga hires and retains top talent, offers high quality product lines that are stocked in-depth, and is committed to superior customer service. They have highly efficient delivery systems, actively promote to the design and construction community, and provide real value to the tile

Innovative Tile and Stone Installation Systems

contractor and installer. Their success over the past 50 years is based on ownership and employees acting together as one to assure these core values are upheld each and every day. We at LATICRETE are proud of our long and mutually beneficial association with Conestoga Tile and the Vogel family.”

In 2005, Conestoga Tile opened a 100,000 square foot distribution center in Hanover, PA to increase its ability to stock material and deliver it on a timely basis to its four distribution service centers in Harrisburg, Linthicum, MD, Dulles, VA, and Troy, VA. The Conestoga 50-year tradition of remaining committed to its core values as a wholesale distributor has allowed them to continue to offer top quality customer service and products for dealers, contractors, architects, designers and business partners. If the remarkable attendance at their 50th Anniversary celebration, Tile Concepts 2008, was any indication, Conestoga Tile is well on its way to another 50 years of success.

“What surprised me the most,” said Jim Vogel, President of Conestoga Tile, “is that at eight in the morning I had over 100 customers waiting outside to get started. We had over 250 people in attendance by 10 a.m. I figured it would come in waves throughout the day, but once they came they stayed. Some of our exhibitors said they had more qualified leads in that one day than they did over four days at Coverings.”

Pictured Above L to R: Jack Vogel (CT founder), Sue Vogel, Steve Vogel (CT Executive Vice President), Jim Vogel (CT President) and presenting the silver plate, Ed Metcalf, LATICRETE President, North America Division.

LATICRETE 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: 1.800.243.4788, ext 235, or outside the USA: +1.203.393.0010, ext 235, E-mail: technicalservices@laticrete.com. Comprehensive LATICRETE and industry information can be found on the web at: www.laticrete.com. LATICRETE, LATAPOXY, SpectraLOCK and the LATICRETE logo are registered trademarks of LATICRETE International, Inc.

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