



**Additional information contact:**  
Eric Carson or Ron Treister  
epc@communicatorsintl.com  
rlt@communicatorsintl.com  
207-828-8050

## **LATICRETE Plays it Cool at Coverings 2010 Customers, Co., Chill at Icebar Orlando**



Gin Flint and parents, Mike and Margaret Burchiere of California's Tileco, warm up the freezer during LATICRETE Customer Appreciation Gathering at Icebar Orlando.

**For immediate release:** On Tuesday, April 27, LATICRETE hosted a festive event at one of the most unique venues in all of Florida: Icebar Orlando. Guests, who for the most part consisted of the firm's strong customer base, were treated to music, hors d'oeuvres, cocktails and the inimitable experience of enjoying libations in a below-freezing room ... and, drinking them from a "glass" carved out of an actual block of ice. According to co-owner Henry B. Rothberg, "LATICRETE people and 350 of our close

industry friends enjoyed a great evening together at the Icebar. The following day at the Coverings show, many were still smiling and talking about it."

One long-time LATICRETE customer, Judi Sasso, owner of Sasso Tile in West

Haven, Connecticut, commented, "Everything LATICRETE does is first-class. We've have enjoyed working with the professional people there for over 15 years. During that time, we have attended many of the LATICRETE events and enjoyed them, as well. Only LATICRETE would have a business party in an igloo in Florida!"

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. Its 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)

###

### **Innovative Tile and Stone Installation Systems**