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Tile Partners for Humanity Selects Ed Metcalf as “Tile Partner of the Year” LATICRETE President takes Home First Annual Award



For Immediate Release: LATICRETE, a global leader in the manufacturing of innovative systems for the installation of tile and stone, has announced that Ed Metcalf, President, North America, has been selected by the Tile Partners for Humanity as the recipient of its first annual Tile Partner of the Year Award. With unanimous approval from the TPFH board of directors, Metcalf was recognized for his continued support of the mission of Habitat for Humanity, and for spearheading a company-wide commitment from LATICRETE, including not just product donation, but hours and hours of labor and technical support to the cause. In addition, Metcalf was selected to be the inaugural winner of the award for his creative thinking after Hurricane Katrina devastated New Orleans and the Gulf Coast, as a whole. Through the Gulf Coast Relief Project, Metcalf helped raise thousands of dollars that went directly to the TPFH

and Habitat for Humanity to help tile over 400 new homes.

“The LATICRETE family believes in the mission of Habitat for Humanity,” said Metcalf. “LATICRETE sees Tile Partners for Humanity as an ideal channel for us, and for our whole industry, to become involved and to “give back.” Over the past few years we have contributed products and thousands of hours of labor helping to finish dozens of homes for Habitat homeowners. There is an indescribable feeling of satisfaction within the many LATICRETE employees who have chosen to become involved in helping to fulfill such a basic and pressing human need. We encourage everyone in our industry to get involved by contacting TPFH today.”

Curt Rapp, the Tile Doctor and founder/chairman of Tile Partners for Humanity, talks about Ed Metcalf, LATICRETE and first annual award from TPFH: “We started looking back at the last six years, cumulatively, and found Ed to really be that one single person and LATICRETE to be that one company. Without them we wouldn’t be here right now. The way that Ed got behind us and rallied his company made the decision almost a no-brainer. Of course, we appreciate the support and the contributions that we have gotten from every one, but Ed was that one person that really stood above the rest.”

Innovative Tile and Stone Installation Systems

Bart Bettiga, the executive director of the NTCA, as well as vice chairman for the Tile Partners for Humanity, explained his reasons, shared by his fellow board members: "Tile Partners for Humanity (TPFH) has been around long enough now that we felt we wanted to start recognizing someone on an annual basis that has helped it sustain its mission. Ed Metcalf was far and away the very first person we thought of. It was a unanimous decision by the Board of Directors. No one has done more for TPFH than Ed and LATICRETE. Every single time we have asked for their support they were there for us. LATICRETE does not just donate products, they contribute creative solutions and have put their sweat behind each project they get involved with. Ed has spearheaded a company-wide commitment, from his technical services department to his sales people in the field, which has delivered tremendous results for Habitat for Humanity.

"Another reason we thought of Ed and LATICRETE right away, was the quick way they got behind us and the Salvation Army after Hurricane Katrina. Ed gave up the back cover ad LATICRETE had paid for in TileLetter magazine, where he could have put a LATICRETE product, and instead donated that space to the cause. In that space he came up with a program to raise hurricane-relief funds and ended up donating a ton of money that went directly to Habitat for Humanity to help re-build the Gulf Coast and New Orleans."

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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