



For Immediate Release
Additional information contact:
Eric Carson or Ron Treister
epc@communicatorsintl.com
207-828-8050 x 101

Time has Come for LATICRETE, Vietnam



July 30, 2010: LATICRETE, a global leader in the manufacturing of innovative systems for the installation of tile and stone, has made another strategic move targeted to increase its presence in Southeast Asia with the July opening of the LATICRETE Vietnam Company. LATICRETE celebrated the official launch of the new entity in the Tay Ho district of Hanoi, but has its sights set on completing infrastructure to supply the entire country of Vietnam with

LATICRETE materials and methods. The LATICRETE Vietnam Company will expand production, research and training locations to Da Nang and further south to Ho Cho Minh City, improving access to all markets near or on the Indochinese Peninsula, namely Cambodia, Thailand and the Philippines.

The introduction of faster, lighter and stronger materials through LATICRETE Vietnam has been welcomed with open arms by building design and construction professionals of the quickly-developing nation. After nearly a thousand years of occupation and political hardships, Vietnam has continued to forge ahead and make huge strides in global markets. LATICRETE products will replace the ages old installation techniques in Vietnam that call for heavy, one-inch thick mortar beds, with materials that provide advanced performance and install in a fraction of the time. The LATICRETE Vietnam Company will supply architects, designers and contractors with the tools they need to keep pace with Vietnam's escalating growth, bringing improvements to a country that consumes ceramic and porcelain tile at a blistering pace on par with the United States.



Innovative Tile and Stone Installation Systems

“Vietnam continues to grow and advance in its role as a member of the World community,” said LATICRETE co-owner Henry Rothberg. “The entire country has welcomed foreign investors and remained open to new technology that can help them sustain growth, the same way they have supported LATICRETE in this opportunity. LATICRETE, with global technology, is committed to helping change the way Vietnam installs tile and stone, from the thick layer of mortar used for centuries to a lightweight, thin layer of adhesive.”



LATICRETE has enjoyed a presence in the Asia-Pacific region since 1980 and currently has production and research facilities in Singapore, China and Australia, with a strong sales presence in Hong Kong and Macau. The rapidly growing Vietnam economy is expected to remain one of the high-growth construction markets worldwide. With other emerging markets throughout Peninsular Malaysia and Indochina, LATICRETE has made a strong commitment to bringing innovation and progress in the installation of tile and stone hard surfaces to

Southeast Asia. With a strong focus on training and upgrading conditions for designing with and installing tile and stone, the LATICRETE Vietnam Company has arrived at just the right time with momentum already established by demand.

“LATICRETE will supply high-quality adhesives, grouts and waterproofing materials throughout Vietnam,” said Erno de Bruijn, LATICRETE President, International Division. “We’ll invest in our production facility in Hanoi, where we’ll use local raw materials and local skills. We’ll start a training program to educate the industry, targeting architects and engineers, as well as contractors. And LATICRETE will contribute to the efforts of developing national standards for the installation and testing of tile and stone as Vietnam continues to grow and emerge on the global stage.”

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.

###

