



For Immediate Release

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LATICRETE Extends Commitment to Superior Technical Services

Aug. 26, 2010: LATICRETE, a global leader in the manufacturing of innovative systems for the installation of tile and stone, has announced a trio of promotions in technical services that keeps a proven, experienced team of professionals intact for LATICRETE. In a company-wide memo Art Mintie, LATICRETE director of technical services, stressed the “critical” role the department plays in the long-term success of the company, often on the “front lines” with customers that need fast, accurate technical support or LATICRETE materials specifications in the field. Mintie introduced new positions for Dean Cunningham (supervisor) and Rick Carino (senior/coordinator) at world headquarters in Bethany, as well as Patrick Allen’s move to a senior position for LATICRETE technical services in Indianapolis.



Dean Cunningham has been a trusted source in LATICRETE technical services, over the years earning a reputation for his ability to solve unique issues and develop high-performance specifications for challenging installations or projects. His promotion to LATICRETE Technical Services Supervisor – Ventures & Projects, will expand his role in the support of specific projects and new product ventures for LATICRETE.



Rick Carino arrived at LATICRETE after 10 years as a professional electrician in the U.S. Navy. This in combination with his prior experience as a tile contractor has made him the ideal point person for LATICRETE Floor HEAT. Carino has been promoted to LATICRETE Senior Technical Services Representative/Radiant Heat Coordinator, where he’ll remain as the primary contact in support of online software and technical issues in the field for LATICRETE floor warming.

Innovative Tile and Stone Installation Systems



For LATICRETE technical services at its Indianapolis facility, Patrick Allen has been promoted to the position of Senior Technical Services Representative for his continued level of excellence in customer service and his performance in technical support projects. Allen's work for LATICRETE in the Midwest has played a key role in the department establishing its fine record for troubleshooting and problem solving.

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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