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LATICRETE Donates Materials and Time to Habitat for Humanity

Industry Comes Together for 60 Homes in the Mississippi Gulf Coast



August 18, 2008: LATICRETE, a global leader in the manufacturing of innovative systems for the installation of tile and stone, joined with several industry members who donated tile, setting materials, tools, and time to help tile a total of 60 homes this May along the Mississippi Gulf Coast as part of the Jimmy and Rosalynn Carter Work Project (JRCWP).

Habitat for Humanity of the Mississippi Gulf Coast (HFHMGCC) built 30 new homes and completed 30 rehabilitation projects in Gulfport, Biloxi, and Pascagoula. Industry members provided materials for all 60 homes and personally donated labor for 24. Tile Partners for Humanity, the partnership between Habitat for Humanity and the tile industry, worked with industry members to coordinate the donations.

Tiede Zoeller (TZ), a Gulfport-based tile and stone installation specialist, teamed with LATICRETE to tile 10 homes in Pascagoula, MS. Tiede Zoeller supervisors Pat Foltin and Henry Evans worked with 10 contractors to get the job done. Tiede Zoeller Vice President Andrew Vega also attended a reception with President Jimmy Carter and his wife Rosalynn, for whom the project is named, with Bart Bettiga of the National Tile Contractors Association. Bettiga is a member of the TPFH board of directors.

John Striednig, regional sales manager for LATICRETE, donated three days with LATICRETE Contractor Sales Representative Chris Ard and Technical Sales Representative Ben Noveck, both of Louisiana. The company donated LATICRETE® 253 Gold Multipurpose Thin-Set Mortar and LATICRETE 1500 Sanded Grout in the Lifestyle Color of Parchment to tile the 10 homes in Pascagoula, as well as the remaining 40 homes in Gulfport and Biloxi, including the rehabs. Striednig



Innovative Tile and Stone Installation Systems

and Ard also worked on four homes in Gulfport in addition to the homes they shared with Tiede Zoeller in Pascagoula.

“LATICRETE is a firm believer in supporting Habitat for Humanity,” said Maria Oliveira, corporate marketing manager for LATICRETE. “ Not only is donating LATICRETE product and our helping hands for the Jimmy and Rosalynn Carter Work Project rewarding, but seeing the impact it had on the homeowners makes all the difference. “

Tiede Zoeller Sales and Training Manager Kevin Crawford said there was no question that the company would participate in the project. “We didn’t have to think about it because we all lived through the disaster in one way or another, we all had some type of damage from it. It was a no-brainer for us to donate time to rebuild our community, especially with so many other partners involved in it.”

Habitat for Humanity HMGC Materials/Warehouse Manager Mike Durand said the affiliate appreciated everything industry members contributed and that the homes look amazing. “We were extremely pleased to have representatives from these companies donate their time and efforts to the recent JRCWP 2008. Like always, they provided superior products and the hard work of each individual has not gone unnoticed. Many homeowners have told me how proud they are of their floors. Their willingness to get “down and dirty” was greatly appreciated!”

Orchid Ceramics donated two truckloads of tile to cover all 60 homes. Industry members have donated tile and installation materials for nearly 200 homes along the Mississippi Gulf Coast since Hurricane Katrina. The affiliate is averaging anywhere from 75-100 new homes per year and uses tile in all of them.

Tile Partners for Humanity is guided by representatives of the seven leading industry organizations: Rick Church of the Ceramic Tile Distributors Association, Scott Carothers of the Ceramic Tile Education Foundation, Gray LaFortune of the Ceramic Tile Institute of America, Bart Bettiga of the National Tile Contractors Association, Eric Astrachan of the Tile Council of North America, Curt Rapp of TheTileDoctor.com, and Sheila Menzies of Tile Heritage Foundation.

Pictured above (L to R): Ben Noveck (LATICRETE), Pat Foltin (Tiede Zoeller), John Striednig (LATICRETE), Chris Ard (LATICRETE).

For more information on TPFH, please contact TPFH Executive Director Allyson Fertitta Venugopal at ally@tpfh.com.

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.



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