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Jim Partridge joins LATICRETE as Technical Sales Representative



November 4, 2011: LATICRETE, a global manufacturer and leader of premium installation and finishing systems for the building industry, has appointed Jim Partridge as Technical Sales Representative for the Pacific Northwest. In this capacity, he will be responsible for the promotion and sales of the full Specialty Products Division (SPD) product line throughout Washington, Oregon, Idaho, Montana, Wyoming and parts of Western Canada.

Partridge comes to LATICRETE from Bonsal America, where he was a territory manager, covering a very similar geography. John Striednig, Director of the LATICRETE Specialty Products Division stated, "Jim Partridge brings a great deal of experience, creativity and energy to our team. His industry background is of great value to us, and we look forward to many positive contributions from him."

Jim Partridge, who resides in Puyallup, WA with his wife Julie and four children, added, "LATICRETE has always been an industry leader, and to say I'm excited about moving forward with the new Specialty Products Division would be an understatement. I can't wait to get started!"

LATICRETE International, Inc. is a US-based, family-owned global manufacturer and leader of premium installation and finishing systems for the building industry. LATICRETE® products are produced and distributed worldwide in the commercial and consumer channels. The company's philosophy of innovation and technical expertise has led to an unparalleled reputation and commitment to superior quality, performance and customer service. Manufactured in state-of-the-art ISO 9001:2008 certified facilities, LATICRETE offers a broad product portfolio including an extensive line of low VOC sustainable products independently certified by GREENGUARD®.

LATICRETE®, LATAPOXY®, SpectraLOCK®, Hydro Ban® and DRYTEK® are registered brands of LATICRETE International, Inc. Corporate Website: www.laticrete.com.

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