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Kevin Coronas joins LATICRETE as Technical Sales Representative



Jan 10, 2012: LATICRETE, a global manufacturer and leader of premium installation and finishing systems for the building industry, has announced that Kevin Coronas recently joined the firm as a Technical Sales Representative. A native of Hawaii with over 25 years of experience within the flooring industry, Coronas comes to LATICRETE from Medallion Flooring, where most of his career has been spent. He also has worked for the Honolulu-based Daltile facility. His background includes extensive dealings with architects, designers, dealers and flooring contractors.

He will be based in Hawaii and covering LATICRETE California Region Territory 660.

"We are very fortunate to have a tile industry professional like Kevin Coronas onboard," stated Bernadette Anderson, LATICRETE Regional Sales Manager. "Not only does he know our industry and have a great understanding of customer service, he comes to LATICRETE with a solid understanding of our product line and concepts, truly a valuable benefit to our customers".

"I am excited about taking on this new position," Coronas commented. "My time spent within the flooring marketplace has provided me great insight into many of the products and suppliers to the tile industry. The name "LATICRETE" has always been synonymous with "professionalism," and the company has always been an industry leader. So when this position became available, I knew what a good opportunity it would be for me."

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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