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LATICRETE hosts customer appreciation gala at legendary House of Blues

(L:R Photo: David Rothberg, Bob Klinges and Charlie Klinges (Mohawk Tile), Steve Haerbig (DMA Floors), Eric Pucilowski, LATICRETE)



For Immediate Release: In appreciation of its loyal customers, LATICRETE put on a major celebration at Chicago's House of Blues® during the 2009 Coverings tile and stone exhibition in Chicago, Illinois. Over 300 tile industry professionals partied alongside the LATICRETE team at this world-renowned venue on Wednesday, April 22, in the historic Marina City complex on the Chicago River.

“Our customer base has stuck with us through thick and thin,” stated David Rothberg, LATICRETE CEO/Chairman. “We know its tough out there for them at this point in time. So, we wanted to show them just how much we value their loyalty as clients and as friends. That’s why we picked such a special place, the House of Blues, for our event. It turned out to be one incredibly fun, upbeat and very positive evening.”

Of the 300 attendees, many were LATICRETE customers for more than three decades. Some had been with LATICRETE for even longer than that. The group included contractors, distributors, architects/designers and retailers. “I found out that a number of the people attending have been customers of LATICRETE since before I was born!” added Ron Nash, LATICRETE Director of Sales.

Steve Haerbig (pictured above) from DMA Floors in Richmond, Virginia, has been installing tile and stone with LATICRETE products for years, and two years ago DMA Floors became a member of the LATICRETE Most Valued Partner (MVP) program: “I was surprised, pleasantly. I’ve been to other functions at the House of Blues over the years and there were 2,000 or 3,000 people there. But this party was very nice. LATICRETE was able to make it nice and small, almost on a one-on-one basis. The LATICRETE personnel, the reps, and the products all go hand-in-hand, and all are top quality.”

Innovative Tile and Stone Installation Systems

Bob Klinges and Charlie Klinges (both pictured above) from Mohawk Tile in King of Prussia, Pennsylvania, LATICRETE customers for the last 20 years, attended the LATICRETE celebration at the Chicago House of Blues, one of many LATICRETE celebrations they have attended over the years.

“It was a very nice party,” said Bob Klinges. “We met a lot of different people from all over the country and had a very good time. We’re a family-run business like LATICRETE, and there is just something different about working with them. LATICRETE has great people. They make great products and offer great support. And they took me to their 50th anniversary celebration in Italy a few years back. I still thank David every time I see him.”

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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