



LATICRETE INTERNATIONAL, INC
1 LATICRETE PARK NORTH
BETHANY, CT 06524-3423 USA
www.laticrete.com

©2005 LATICRETE INTERNATIONAL, INC.
LATICRETE, LATAPOXY and the logo
are Registered Trademarks of LATICRETE
International, Inc.



For Immediate Release
Contact: Ron Treister or Eric Carson
207-828-8050
epc@communicatorsintl.com
rtt@communicatorsintl.com

Second Laticrete Factory in India

For immediate release – LATICRETE India, a joint venture company of LATICRETE International Inc., a world leader in the manufacturing and marketing of innovative systems for the installation of ceramic tile and stone, has recently opened its second manufacturing facility in India. The new facility is located in Rajasthan just west of the capital New Delhi and will serve the growing demand for LATICRETE System materials in North India, one of South Asia's most important and quickly growing commercial regions.

Bordered by Pakistan to the north, Rajasthan is India's largest state in territory, with a booming population estimated at 58 million. The new LATICRETE facility will improve product availability and speed of delivery to new and existing customers in the state of Rajasthan as well as the North Indian states of New Delhi, Uttar Pradesh, Himachal Pradesh, Uttaranchal, Punjab, Haryana, Madhya Pradesh, Bihar, Jammu and Kashmir.

The LATICRETE System, globally proven for the permanent, problem-free installation of ceramic tile and stone, is highly suited for India, a republic with a long history of seismic activity and volatile weather conditions. Thermal stresses associated with hot, desert

conditions, give way to monsoon season with heavy rain and wind loads, making the LATICRETE System of proven, high-quality products the proper choice.

In 2001, LATICRETE opened its first India facility in Pantancheru, near Hyderabad, considered the gateway between North and South India. Since that time, LATICRETE India has grown to an operation of 11 regional offices supported by 70 dedicated sales professionals and a network of over 300 dealers and distributors.

LATICRETE International 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: (800) 243-4788 ext 235, or outside the USA: (203) 393-0010, ext 235.800-243-4788 in the USA or (203) 393-0010 from anywhere in the world. E-mail: support@laticrete.com. Comprehensive LATICRETE and industry information can be found on the web at: www.laticrete.com or www.laticreteindia.com LATICRETE® is a registered trademark of LATICRETE International, Inc.