



**For Immediate Release**  
Additional information contact:  
Eric Carson or Ron Treister  
[epc@communicatorsintl.com](mailto:epc@communicatorsintl.com)  
207-828-8050 x 101

## LATICRETE Hires Long-Time Tile Contractor to End-User Sales Team



**Oct. 11, 2010:** LATICRETE, a global leader in the manufacturing of innovative systems for the installation of tile and stone, has announced that Jeff Kohmann has joined the company as a Contractor Sales Representative for territories across five states in the Upper Midwest and Western Pennsylvania. In the LATICRETE Indiana region, Kohmann joins the company's end-user focused sales team with over 25 years of experience in the flooring business. As the owner of T & R Cut Tile &

Stone in Canton, Ohio, for the last 16 years, Kohmann arrives at LATICRETE with expertise in the installation of all types of hard surfaces on floors and walls including porcelain tile and natural stone, terrazzo, carpet, resilient, hardwood and mosaic glass tiles.

"LATICRETE makes great products and the company has a lot going for it," Kohmann said. "The support they provide from LATICRETE technical services right up to how accessible the owners are has a lot to do with that. LATICRETE is a large, international corporation that still has the same feel of a family-run business. Since I've been in the industry for so many years just on the other side of it, I feel like I have a lot to offer the tile contractor in the field. I understand what the customer is looking for after so many years as an installer."

Kohmann takes over as LATICRETE contractor sales representative for Ohio where he resides, as well as Indiana, Kentucky, Michigan and Western Pennsylvania. The former tile contractor will work directly with the tile contractor or end-users in the field to provide specifications and product selection support for installations of tile and stone in collaboration with LATICRETE technical services.

### Innovative Tile and Stone Installation Systems

“We’re pleased to add Jeff (Kohmann) to the LATICRETE contractor sales staff in a region where he has years of experience and connections as the owner of his own installation business,” said Eric Pucilowski, LATICRETE regional manager. “It’s certainly a major benefit for LATICRETE to be able to add someone with that type of a background to our sales staff. He’ll jump right in and take over a large and important territory for us, and know existing LATICRETE customers as well as new ones have a great resource to lean on and someone that has a little more insight into what the customer needs to be successful.”

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](http://www.laticrete.com).

