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LATICRETE Names Jimmy Archer Jr. as Sales Manager for Texas Region



For Immediate Release: LATICRETE, a global leader in the manufacturing of innovative systems for the installation of tile and stone, announced that Jimmy Archer Jr. has joined the company as the regional sales manager for LATICRETE Texas. Archer has great experience in both the tile and stone industry and the state of Texas. For the last 17 years he has worked closely with LATICRETE® products in a few different roles with Daltile first in Austin, then Corpus Christi and most recently Houston. Archer will step

in as regional sales manager for LATICRETE Texas, working with his staff to build LATICRETE distribution relationships and MVP locations for LATICRETE APD.

Archer was most recently with Daltile as a commercial sales rep in the Houston market. Prior to that, he served as branch manager for the Daltile Houston South location. He began his long tenure at Daltile with a brief stop in Austin, before moving to Corpus Christi to set up a new branch location. The majority of his Daltile career was spent in sales covering the Houston market, where Archer earned Presidents Club honors for multiple quarters and was recognized for outstanding achievements in sales.

“With Daltile I was always familiar with LATICRETE and the products,” said Archer. “In the last three or four years even more so with LATICRETE highly focused with some great new products and methods in the U.S. The decision to join LATICRETE was a great move for me and I’m looking forward to the challenges. LATICRETE is on the forefront of technology and has a lot of web-based information and applications. They definitely have all the tools you need to be successful. LATICRETE has done an awesome job in the Texas region and so for me it’s a lot about establishing new relationships with existing customers. We’ll continue to build and grow with the addition of

Innovative Tile and Stone Installation Systems

quality LATICRETE MVP distributors and through supporting the strong list of MVPs we already enjoy in the territory.”

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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