



For Immediate Release
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LATICRETE Appoints New Technical Sales Representative Josh Martin - Texas Region



February 15, 2008: LATICRETE, a global leader in the manufacturing of innovative systems for the installation of ceramic tile and stone, has promoted Josh Martin to the position of Technical Sales Representative for the Texas Region. In his new position, Martin will build and maintain LATICRETE partnerships in the top half of Texas and in all of Oklahoma, educating architects, contractors and distributors on the benefits of installing ceramic tile and natural stone with the LATICRETE system of products. Martin spent the last three years of his career as a technical service representative for LATICRETE at its Grand Prairie, Texas facility, gaining the knowledge that made him an ideal candidate for his new position.

Before joining LATICRETE in May of 2005, Martin worked as a field supervisor for Select Floors in Southlake, Texas, assisting contractors in the planning and execution of installing all types of floor coverings. Martin's daily activities at Select Floors involved identifying, diagnosing and solving contractor issues in flooring installations, including the selection of proper materials for each specific application. A Texas native and graduate of North Central Texas College, Martin's extensive knowledge of his region combined with his prior experiences in the floor covering industry will be instrumental in obtaining proprietary specifications for the LATICRETE system of products in North Texas and Oklahoma.

LATICRETE 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,. E-mail: support@laticrete.com. Comprehensive LATICRETE and industry information can be found on the web at: www.laticrete.com. LATICRETE, LATAPOXY, SpectraLOCK and the LATICRETE logo are registered trademarks of LATICRETE International, Inc.

Innovative Tile and Stone Installation Systems

