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For Immediate Release
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LATICRETE Appoints Kirby Davis: Sr. Architectural Specialist for South Central, USA



For immediate release – LATICRETE, a world leader in the manufacturing and marketing of innovative systems for the installation of ceramic tile and stone, has appointed Kirby Davis, CSI, CCTS, to the position of Senior Architectural Specialist for its South Central, USA, territory, consisting of Texas, Arkansas, Oklahoma, Louisiana, Mississippi, parts of Alabama and the major metro markets

of Tennessee. In her new position, Davis will report to Nick Macrino, LATICRETE Architectural Group Manager, and will work to secure proprietary specifications for LATICRETE system materials in the South Central United States, aggressively promoting the benefits of the LATICRETE 10-Year System Warranty to architects, design professionals and specifiers.

Davis comes to LATICRETE with 10 years of closely related professional experience as a former branch manager for Dal-Tile's wholesale distribution warehouse in Colorado Springs, Colorado, where she helped grow the top five dealer accounts in her region by an average of 15 percent, and recorded the highest percent in accuracy of inventory at 99.3 percent for 2007. Prior to her appointment as branch manager at Dal-Tile, Davis was the firm's Architectural Representative in Colorado and New Mexico, where she wrote installation and product specifications for bid packages on high-profile projects. Davis was the Architectural Manager of International Marble and Granite when the firm was purchased by Dal-Tile in 2001.

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. E-mail: support@laticrete.com. Comprehensive LATICRETE and industry information can be found on the web at: www.laticrete.com. LATICRETE® is a registered trademark of LATICRETE International, Inc.

