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## LATICRETE appoints Lee Malmquist: Technical Sales Representative for the Inland-Northwest



***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 Lee Malmquist to the position of technical sales representative for the Inland-Northwest territory, consisting of Eastern Washington, Idaho, Montana and Wyoming.

Malmquist arrives at LATICRETE with 21 years of outside sales experience in the floor covering industry, where for the last 10 years he was recognized as a member of the Mannington Mills Million Dollar Club. Malmquist will bring his extensive industry experience and working knowledge of the Pacific Northwest market to his new position, where he will work to help build and maintain LATICRETE business relationships, as well as drive new sales.

“This is an exciting time for me,” Malmquist said. “I feel LATICRETE is second to none. I have been in the field working with distributors for over 21 years. I wanted to transfer that experience to a manufacturer. I know the retail customers in the Pacific Northwest and many of the installers, and with my experience I’m confident I can help drive distribution sales in this region. I’m looking forward to the challenge of helping to increase LATICRETE market share in the Inland-Northwest territory.”

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](mailto:support@laticrete.com). Comprehensive LATICRETE and industry information can be found on the web at: [www.laticrete.com](http://www.laticrete.com). LATICRETE® is a registered trademark of LATICRETE International, Inc.

