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For Immediate Release
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LATICRETE appoints Mike Goins to Distributor Sales Rep



For Immediate Release: LATICRETE, a world leader in the manufacturing of innovative systems for the installation of ceramic tile and stone, has appointed Mike Goins to the position of Distributor Sales Representative, where he will provide superior service and support to LATICRETE distribution partners in all of North Carolina and parts of Eastern Tennessee.

Goins grew up in a family of tile setters and like his father spent the early part of his career as a professional tile contractor. He joins LATICRETE after spending over nine years with the Mosaic Tile Company, the largest independent ceramic tile and allied products distributor in the Mid-Atlantic Region. Goins worked in various positions at the Mosaic Tile Company, including inside/outside representative and store manager.

Prior to his time with the Mosaic Tile Company, Goins spent six years working his way up through the ranks at Daltile, from the position of Warehouse Lead to eventually managing stock and inventory.

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 and the LATICRETE logo are registered trademarks of LATICRETE INTERNATIONAL, Inc.