



LATICRETE INTERNATIONAL, INC.
One LATICRETE Park North, Bethany, CT 06524-3423 USA
800.243.4788
203.393.0010
www.laticrete.com

©2006 LATICRETE INTERNATIONAL, INC.
LATICRETE, LATICRETE SYSTEM and the logo are Registered Trademarks of LATICRETE International, Inc.

For Immediate Release
Contact: Ron Treister or Eric Carson
207-828-8050
epc@communicatorsintl.com
rlt@communicatorsintl.com

LATICRETE Delivers First Recyclable Plastic Bag Shipment



For immediate release – LATICRETE International, Inc., a global leader in the manufacturing of innovative systems for the installation of ceramic tile and stone, shipped its first batch of LATICRETE System materials in recyclable plastic bags from its Hamlet, North Carolina facility to Palmetto Tile Distributors in North Charleston, South Carolina on March 7.

Palmetto Tile carries LATICRETE System materials in two existing showrooms in South Carolina, and will open a new, 80,000 square foot facility in North Charleston with the LATICRETE plastic bag packaging, ensuring that its new warehouse will be free of dusty, leaky paper bags of cementitious powder.

Palmetto Tile has a long history with LATICRETE, dating back to the late 1940s when Dr. Henry M. Rothberg, a graduate of the University of South Carolina, took a polish immigrant named Felix Goldberg under his wing. Dr. Rothberg founded LATICRETE soon after, while Goldberg went on to open his own family tile business in Columbia. Palmetto Tile is owned by Goldberg's son and managed by his grandson, Jason Goldberg.

"We received some of the bags already and they are so much better," said Jason Goldberg, general manager of Palmetto Tile. "Our customers are going to love them. They can leave the new plastic bags outside or in the back of a truck and they won't get ruined. Plus, they will keep our warehouse a lot cleaner.

“My grandfather grew up in the tile business with Dr. Rothberg. LATICRETE is a great company. It’s a family business, too. The owners are very approachable. It’s nice to be able to talk with them about the industry 20 years ago or the industry right now. They do a great job of promoting the use of ceramic tile. They make great products and they make them in America. I’m a believer, that’s for sure.”

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, ext 235.800-243-4788 in the USA or (203) 393-0010 from anywhere in the world. 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.