



LATICRETE President Ed Metcalf inducted into Ceramic Tile Distributor Association's Hall of Fame

FOR IMMEDIATE RELEASE
For additional information contact:
Ron Treister
rtt@communicatorsintl.com
207-828-8050



Dec 15, 2011: LATICRETE, a global manufacturer and leader of premium installation and finishing systems for the building industry, announced that its President, North America Division, Ed Metcalf, was inducted into the Ceramic Tile Distributor Association's Hall of Fame. The award was given to and accepted by Metcalf at the Total Solutions Plus convention November 7 - 11 in Chandler, Arizona. The event was attended by over 450 leading tile industry professionals. It was presented jointly by the Ceramic Tile Distributors Association (CTDA), National Tile Contractors Association (NTCA) and the Tile Council of North America (TCNA).

According to CTDA Executive Director, Rick Church, "The CTDA Hall of Fame award is given to those individuals who have demonstrated significant contributions to the Ceramic Tile Distributors Association and the industry through invention and/or dedication of service. Ed has been a true partner to distributors throughout North America for many years".

Metcalf stated, "It is an honor to have been recognized by the membership of the CTDA, and to share this honor with the others who have been named to its Hall of Fame. I have long recognized the importance of the independent ceramic tile distributor to the overall health and growth of our industry, and am fortunate to be in a position where I can meet and work together with so many high quality family-owned businesses all across North America."

LATICRETE International, Inc. is a US-based, family-owned global manufacturer and leader of premium installation and finishing systems for the building industry. LATICRETE® products are produced and distributed worldwide in the commercial and consumer channels. The company's philosophy of innovation and technical expertise has led to an unparalleled reputation and commitment to superior quality, performance and customer service. Manufactured in state-of-the-art ISO 9001:2008 certified facilities, LATICRETE offers a broad product portfolio including an extensive line of low VOC sustainable products independently certified by GREENGUARD. LATICRETE®, LATAPOXY®, SpectraLOCK®, Hydro Ban® and DRYTEK® are registered brands of LATICRETE International, Inc. *Corporate Website:* www.laticrete.com.

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