



For Immediate Release
Additional information contact:
Eric Carson or Ron Treister
epc@communicatorsintl.com
rlt@communicatorsintl.com
207-828-8050 x 101

LATICRETE Promotes Ken Barnum to Lead Major Home Center Sales



For Immediate Release – March 18, 2010: LATICRETE, a global leader in the manufacturing of innovative systems for the installation of tile and stone, announced the promotion of Ken Barnum to Director, Major Home Center Sales for North America. In his new role, Barnum will be responsible for all LATICRETE sales initiatives and related activities with the top three major home centers. Barnum’s experience with all levels of product development at LATICRETE and his knowledge of the retail channel provide a strong foundation to meet the demanding requirements of this important position.

“The main goal is to expand the LATICRETE brand in the major home center channel,” said Barnum. “We’ll continue to provide unmatched service while focusing on helping our partners in this channel increase revenue and profits in the tile and stone category. Whether that’s through promotion, product innovation or education, the end goal is to be the best possible partner we can for them. In addition to expanding the presence of LATICRETE with existing customers, we’ll consistently pursue new opportunities in order to increase LATICRETE brand awareness.”

Barnum earned valuable experience in his former position with LATICRETE, overseeing the process of bringing new LATICRETE products from concept to commercialization. This included packaging, advertising, market research, forecasting and inventory levels. Barnum benefited from working closely with each product and collaborating with several LATICRETE departments along the way, including research and development, technical services, operations, finance, marketing and sales training.

Innovative Tile and Stone Installation Systems

“Ken’s education and work experience are well-suited to meet the requirements of this position,” said Ed Metcalf, LATICRETE President, North America Division. “His familiarity with the needs of customers in this channel and his awareness of the products they buy will assure he gets off to a running start.”

LATICRETE International, Inc. is a family owned business dedicated to innovative, high quality tile and stone installation systems. Based in the USA, the 50-plus year old company is one of the world’s leading manufacturers in its field. Its well-known brands, LATICRETE®, LATAPOXY® and SpectraLOCK® are manufactured and sold worldwide. USA/Canada: 1.800.243.4788, outside USA: +1.203.393.0010. www.laticrete.com

###

