



For Immediate Release

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LATICRETE Promotes Kirby Davis to National Specification Manager, SPD



April 13, 2011: LATICRETE, a global leader in the manufacturing of innovative systems for the installation of tile and stone, announced the promotion of Kirby Davis to National Specifications Manager for the LATICRETE Specialty Products Division (SPD). Davis will work closely with top architectural firms across the country to secure proprietary specifications for LATICRETE materials and methods. Davis played an integral role in developing the

LATICRETE MVIS™ specification for the direct adhered method of thin brick, manufactured and natural thin-stone masonry veneer installations during her time as LATICRETE Senior Architectural Specialist in the Texas region. She will draw on this experience in her new role developing national specifications with top architects and major homebuilders within the LATICRETE Specialty Products Division.

Davis offers the architectural and design community her in-depth knowledge in specification review, AIA education seminars, LEED submittal evaluation and industry organization reports. She combines a positive, high-energy approach working with LATICRETE customers and has a long list of certifications that emphasize her expertise and commitment to the tile and stone industry.

Davis has CSI, CCTS, CDT, LEED AP BD+C certification, and currently is vice president of the Dallas chapter of the Construction Specifications Institute. She serves on the national committees for CSI on the Marketing Task Team, the Sustainability Practice Group and Construction Documents Education Program. As CSI CDT, Davis focuses on helping architectural firms improve the green aspect of their specifications with the complete range of LEED-compliant products manufactured by LATICRETE.

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. It's 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.

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