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LATICRETE promotes Rob Smith to Acting Director of Sales for North America.



October 27, 2011: LATICRETE, a global manufacturer and leader of premium installation and finishing systems for the building industry, announced today the promotion of Robert K. “Rob” Smith to serve its Architectural Products Division Sales Organization as Acting Assistant Director of Sales for North America. This announcement was made by Ron Nash, Director of Sales for North America, who stated, “Rob has had an outstanding track record of service and leadership since joining us in 2008. I have great faith in his abilities, and envision many positives coming from this promotion.”

Smith will be assisting Nash on all aspects of the business including national accounts, training & development, and strategic sales planning. Additionally, he will be a liaison between the Sales and Marketing & Product Development teams.

“LATICRETE has fantastic products and support, far-reaching technology and strong personal relationships with our customers,” declared Smith. “I believe these are some of our firm’s greatest strengths. Furthermore, it is my belief that LATICRETE will continue to be the preeminent setting material company in North America, while maintaining the ethics and integrity of the founder and owners”.

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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