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LATICRETE Reports Total Solutions Plus a Total Success

(Complete Photo Captions Listed Below)



Nov. 29, 2010: LATICRETE, a global leader in the manufacturing of innovative systems for the installation of tile and stone, fully supported Total Solutions Plus 2010 as the major sponsor of the three-day business and technical conference. Held from November 3-6 at the Naples Grand Beach Resort in South Florida, the all-industry event was jointly presented by the Ceramic Tile Distributors Association (CTDA), the National Tile Contractors Association (NTCA), and the

Tile Council of North America (TCNA).

NTCA Executive Director Bart Bettiga estimates that nearly 500 industry professionals attended. "Total Solutions Plus 2010 was a resounding success," said Bettiga. "The overwhelming support of LATICRETE for the event went above and beyond expectations. Not only did LATICRETE support Total Solutions Plus as a Titanium Sponsor, they assisted the show management team with ideas and marketing support to increase awareness and participation." Bettiga also credited the CTDA staff for their "careful planning and management" of the conference and "close coordination with NTCA and TCNA" to produce a true all-industry event.

With top LATICRETE officials on hand (including CEO/Chairman David Rothberg and President Ed Metcalf), the company was able to take advantage of the new meeting format to interact with representatives from leading manufacturers, distributors, tile contractors and trade associations at the same conference. LATICRETE kicked off the event by hosting a customer appreciation dinner on the first night of the show, serving 150 guests at nearby Naples Tomato restaurant.



Innovative Tile and Stone Installation Systems



“Total Solutions Plus gathered all key industry players in one location and was a far more intimate and productive environment than a trade show would be,” Metcalf said. “The LATICRETE staff had many high-impact opportunities throughout the entire program to better understand our customers’ needs and points of view.

“LATICRETE had complete confidence in the new format, which is far more cost-effective for attendees and sponsors – in terms of time and money – than separate meetings. We’ve been encouraging this cooperation for years, which is what led us to become the top level sponsor. LATICRETE will definitely be in Phoenix for next year’s event - where we expect even greater attendance and participation from the tile industry,” said Metcalf.

Photo IDs L to R:

First Image: John Cousins (Daltille), David Rothberg (LATICRETE Chairman/CEO), Mark Carlson (Century Tile)

Second Image: Jack Knies (Tile America), Tom Ade and Rose Ade (Filling Tile & Marble)

Third Image: Ed Metcalf (LATICRETE President, North America), Joe A. Tarver (NTCA)

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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