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For Immediate Release
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LATICRETE Appoints Robert Devereaux: Texas Region – Contractor Sales Representative



For immediate release – LATICRETE, a world leader in the manufacturing and marketing of innovative systems for the installation of ceramic tile and stone, has appointed Robert Devereaux to the position of Contractor Sales Representative for the Texas Region. In his new position, Devereaux will report directly to John Striednig, regional sales manager for LATICRETE in the South Central United States, while working to build and maintain sales and relationships with LATICRETE MVP customers in the metro Austin and San Antonio areas.

Devereaux comes to LATICRETE highly qualified for his position, with 26 years in the floor covering industry as a professional tile contractor and installer, 23 of those years as the owner of the Devereaux Tile Company in his hometown of San Marcos, Texas. In Devereaux's last position as an estimator with LT Flooring, a LATICRETE MVP customer, he covered the same territory where he will now represent LATICRETE. Devereaux's familiarity with the territory and his years of experience installing ceramic tile and stone with LATICRETE system materials made him an ideal candidate for his new position.

"I have been praising LATICRETE products for years," Devereaux said. "I'm very familiar with the entire range. There are certain products that I have always felt represented the best the industry had to offer – no question. Now they have several new products which only add to the line. My job is to help LATICRETE MVP customers in any way that I can, and also to bring in new contractors and MVP customers by spreading the word and familiarizing them with the products."

LATICRETE International is a global leader in the manufacturing of tile and stone installation systems, known and trusted for industry leading innovation and expertise. For in-depth technical support and answers to your installation or application questions call toll free: (800) 243-4788 ext 235, or outside the USA: (203) 393-0010. E-mail: support@laticrete.com. Comprehensive

LATICRETE and industry information can be found on the web at: www.laticrete.com.

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