



For Immediate Release
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LATICRETE Promotes Ron Nash to Director of Sales



November 12, 2008: LATICRETE, a global leader in the manufacturing of innovative systems for the installation of tile and stone, has appointed Ron Nash to the position of Director of Sales, Architectural Products Division. In his new position, Nash will create and lead in the execution of sales initiatives. All LATICRETE Regional Sales Managers now report directly to Nash.

“Ron Nash has done every job at every level of the LATICRETE sales team and has excelled in each of them,” said Ed Metcalf, LATICRETE President, North America Division. “He has been recognized by internal and external customers for exceptional service, and by his direct reports and peers for his energy and creativity. Ron brings a fresh perspective and a strategic approach that will serve LATICRETE and our distributor and contractor partners well. He is already off to a great start, and I’m looking forward to his future contributions to our team’s success.”

Prior to his recent promotion to LATICRETE Director of Sales, Nash was the Region Sales Manager for the LATICRETE California Region, where he provided excellent leadership and creative solutions for his staff with his in-depth technical knowledge and complete understanding of the LATICRETE® System. Nash joined LATICRETE in 2004 and in that brief time his high-energy approach has led to several accolades. In 2005 he was the recipient of the prestigious Timothy J. Alper Award for outstanding customer service, and later in that same year was selected by his distributor, Inland Northwest, as sales representative of the year. In 2007, he was named recipient of the LATICRETE “Above and Beyond” presidential award.

“This is a great opportunity,” says Nash. “It’s a big deal. There are a lot of talented people in this company that they could have selected. I’m lucky, I have good people. The Region Sales Managers in position are very strong. My job Innovative Tile and Stone Installation Systems

will be to help them execute our plan. As a group, we need to stay focused on execution. In tough times, there isn't a lot of new business, so we need to execute better than our competition to gain market share.”

LATICRETE 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: 1.800.243.4788, ext 235, or outside the USA: +1.203.393.0010, ext 235, E-mail: technicalservices@laticrete.com. Comprehensive LATICRETE and industry information can be found on the web at: www.laticrete.com. LATICRETE, LATAPOXY, SpectraLOCK and the LATICRETE logo are registered trademarks of LATICRETE International, Inc.

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