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LATICRETE Supports CBIA of Southwest Florida



August 23, 2010: LATICRETE, a global leader in the manufacturing of innovative systems for the installation of tile and stone, to show its support for the Collier Building Industry Association in Naples, Florida, has purchased an engraved brick to be placed in the stone path to the organization's South Florida headquarters. LATICRETE and the CBIA have a mutual interest in top quality installations of tile and stone, interior or

exterior, as well as the many glass mosaic and other pool applications in the region. LATICRETE co-owner Henry Rothberg stays in close connection with a former employee in Tom Dardis from CBIA and Affordable Floors, and the two set in motion the LATICRETE participation for the fundraiser that's been an important success for the association.

"We're still running the engraved brick program right now," said Dardis, CGP, CAPS. "It's something that we'll probably do again. We're a very strong CBIA, but times are tough all the way around and this has been a great way to raise funds. In Southwest Florida new construction has just stopped. Especially when compared to how it used to be. A lot of us have turned to remodeling. Since this is a very tile and stone driven market. There's a lot specialty installations and that's where LATICRETE becomes important. The LATICRETE® 4-XLT product has been outstanding for us. We do a lot of large-format tile with tighter grout joints, and that product works very, very well for us."

The CBIA is a 1,400 member association mostly involved in construction with builders and contractors from all trades of the industry. The diverse and active association network also includes members in interior design, attorneys and insurance companies. All members of the CBIA automatically become members of the FHBA and

Innovative Tile and Stone Installation Systems

the NAHB. The CBIA is the largest single county association of its kind with a membership that's doubled in the last five years. For more information email info@cbia.net or visit www.cbia.net.

Pictured front (l to r): Tony Campos, LATICRETE technical sales rep, presents the check for the LATICRETE engraved brick to Juls Chambers, CBIA director of membership.

Second row: Valerie Childs, Terrilyn Van Gorder, Barbie Rogers, Laura Johnston.

Back: Carter Grant, David Aldrich (CBIA president), Tom Dardis, Patrick Henry (Daltille).

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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