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## **LATICRETE PROMOTES Walt Stivers: Regional Sales Manager, Indiana**



***For immediate release*** – LATICRETE International, Inc., world-wide manufacturer of innovative systems for the installation of ceramic tile and stone, has promoted Walt Stivers to the position of regional sales manager for the Indiana region. In his new role, Stivers will manage LATICRETE sales efforts in Indiana, Illinois, Iowa, Kansas, Kentucky, Michigan, Minnesota, Mississippi, Nebraska, North and South Dakota, Ohio,

western Pennsylvania and Wisconsin. Stivers will focus on expanding distribution points and market share for LATICRETE, while working with his staff to help launch three new innovative products this year through contractor specific training and education.

Stivers joined LATICRETE in 2005 as a technical sales representative in the Kansas City/St. Louis market and since that time has proven to be dedicated, determined and successful. Prior to joining LATICRETE, Stivers had worked as a manufacturer's representative in the cement and concrete business since 1997.

Stivers graduated from Iowa State University and also served as LTjg. in the United States Navy aboard the USS Fort McHenry.

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, ext 235.800-

243-4788 in the USA or (203) 393-0010 from anywhere in the world. E-mail: [support@laticrete.com](mailto:support@laticrete.com). Comprehensive LATICRETE and industry information can be found on the web at: [www.laticrete.com](http://www.laticrete.com) LATICRETE® is a registered trademark of LATICRETE International, Inc.