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## Nick Derr joins LATICRETE as Contractor Sales Representative



**October 18, 2011:** LATICRETE, a global manufacturer and leader of premium installation and finishing systems for the building industry, has appointed Nicholas “Nick” Derr as Contractor Sales Representative.

Derr brings to LATICRETE more than a decade of hands-on experience within the tile industry. Most recently, he was a sales representative for Kate-Lo Tile and Stone in Omaha, Nebraska, spending the last four years working with designers, architects and contractors throughout the state. Prior to that, Derr spent six years with Schewe Tile and Flooring, also in Omaha, working his way up from installing various tile products to leading teams on noteworthy commercial installation projects.

Derr, who studied business at the University of Nebraska, will be based in the Denver area, from where he will be servicing accounts in Nebraska, Kansas, Missouri, Iowa and Colorado.

“We’re excited to have Nick Derr on our team,” exclaimed Eric Pucilowski, LATICRETE Regional Sales Manager. “In addition to his ‘can-do attitude,’ he has a great understanding of the tile and stone industry from both contractor and distributor standpoints.”

LATICRETE International, Inc. is a US-based, family-owned global manufacturer and leader of premium installation and finishing systems for the building industry. LATICRETE® products are produced and distributed worldwide in the commercial and consumer channels. The company’s philosophy of innovation and technical expertise has led to an unparalleled reputation and commitment to superior quality, performance and customer service. Manufactured in state-of-the-art ISO 9001:2008 certified facilities, LATICRETE offers a broad product portfolio including an extensive line of low VOC sustainable products independently certified by GREENGUARD.

LATICRETE®, LATAPOXY®, SpectraLOCK®, Hydro Ban® and DRYTEK® are registered brands of LATICRETE International, Inc.  
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### Innovative Tile and Stone Installation Systems