



For Immediate Release
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LATICRETE Appoints Bill Sturrock as Sales Rep for Eastern Canada



For Immediate Release – Jan. 13, 2010: LATICRETE, a global leader in the manufacturing of innovative systems for the installation of tile and stone, has appointed long-time industry veteran Bill Sturrock to the position of Technical Sales Representative for its newly defined Eastern Canada territory consisting of the Canadian Maritime Provinces, Quebec and East Ontario. Sturrock will be responsible for managing increased demand for LATICRETE materials and methods in Quebec, greater Ottawa, Newfoundland and Labrador, Nova Scotia, New Brunswick and

Prince Edward Island.

Sturrock has over 30 years of experience in the tile and stone industry, including prior service in a similar capacity with LATICRETE. His in-depth knowledge of LATICRETE® products and specification guidelines will help Sturrock make immediate contributions in support of LATICRETE distributors, tile and stone contractors, and architects and designers throughout the Greater Ottawa Valley and Eastern Canada. Sturrock is well-versed in both North American and European standards for the professional installation of tile and stone materials, including the usage of radiant electric floor warming to support applications of LATICRETE Floor HEAT. Sturrock is an active member of the Terrazzo, Tile and Marble Association of Canada.

“Bill (Sturrock) has made numerous contributions to the tile and stone industry over his long career and has the right kind of experience to ensure the continued growth of LATICRETE in Eastern Canada and beyond,” said Eric Pucilowski, LATICRETE regional sales manager for the territory. “In addition to the great contacts and relationships he’s built over the years in this region, Bill gained invaluable knowledge on an international level during his previous time with LATICRETE. While he works to help create new relationships and maintain existing ones in Maritime Canada, his efforts will be instrumental in continuing the rapid development of LATICRETE sales in Quebec.”

Innovative Tile and Stone Installation Systems

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. Its 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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