



For Immediate Release
Additional information contact:
Eric Carson or Ron Treister
epc@communicatorsintl.com
rlt@communicatorsintl.com
207-828-8050 x 101

LATICRETE Draws a Major Crowd at Surfaces 2011



For Immediate Release: LATICRETE, a global leader in the manufacturing of innovative systems for the installation of tile and stone, drew a non-stop crowd of attendees to its exhibit for all three days of Surfaces 2011 this January with new products and an energized promotion for six new grout colors that stole the show floor at the Mandalay Bay Convention Center in Las Vegas. LATICRETE held a captive audience with a constant flow of showgoers lining up to take aim with a dart gun at a pie-sliced wheel of 40 colors to mirror each one offered by the recognized leader in tile

grout design and technology. And while each participant went away a winner, those landing on the bullseye took home exclusive prizes such as a brand new Wii console or an Xbox 360.

For one lucky winner, Carlos Arizmendi of California Granite & Flooring Inc. based in Escondido, the new Xbox 360 has already been put to good use by his four sons. Though Arizmendi's shot sailed wide of the bullseye, his wife stepped right in for him and made a perfect shot to claim the Xbox 360 for the busy family room.

"It was funny because we were getting ready to take off when I noticed the line at the LATICRETE booth had finally died down a little," said Arizmendi (pictured), a dedicated LATICRETE end user that is supplied by the De Soto Sales location in San Marcos, CA. "I went first but it was my wife that actually hit the shot. We went to the show because I like to stay current with all the new products that LATICRETE comes out with. I always attend the training sessions and barbecues that De Soto holds with LATICRETE when they launch new products. About four years ago we switched from a competitor and have been really enjoying working with LATICRETE products."



LATICRETE featured a new brighter white grout color option and six brand new colors for designing with tile and stone. LATICRETE, understanding that its customers need to stay current with changing trends in tile and stone, refreshed the **Innovative Tile and Stone Installation Systems**

palette of color options with six new shades ranging from earth tones to a dusty grey. The colors are available in the new LATICRETE® SpectraLOCK® PRO Premium Grout†, LATICRETE SpectraLOCK Grout, LATICRETE PermaColor™ and LATICRETE Premium Acrylic Caulk.

“LATICRETE had phenomenal booth traffic on all three days of the show,” said Maria Oliveira, LATICRETE Corporate Marketing Manager. “We had attendees lined up all the way around our exhibit, many times over, to take a shot at winning a prize. LATICRETE successfully launched a brand new booth exhibit, innovative new products and six brand new grout colors in a fresh, fun and interactive way. It was an exciting event for us and everyone really enjoyed the dart game. It seemed to bring out the kid in everyone, and everyone walked away a winner.”

LATICRETE launched the new and improved LATICRETE SpectraLOCK PRO Premium Grout with StainProof^^ performance and a brighter white option for installations that continue to look beautiful year after year. Providing all the same benefits as the original formula only better, LATICRETE SpectraLOCK PRO Premium Grout has enhanced non-sag properties for even easier wall installations, while providing full, flush tile grout joints on floors. LATICRETE also introduced a new adhesive designed specifically for installations of glass tile and glass mosaic tiles. LATICRETE Glass Tile Adhesive is a new one-step polymer-fortified adhesive mortar that’s been specifically formulated for glass tile applications featuring a consistent, ultra-white color that can be mixed on-site by adding water to produce a smooth, creamy thin-set with superior non-sag characteristics.

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

† United States Patent No.: 6881768 (and other Patents).

^^ StainProof (residential installations only) to common household cleaners, liquids and other goods. Clean all spills immediately.

###

