



For Immediate Release
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First Again, LATICRETE Launches Free iPhone Product App



May 7, 2010: LATICRETE, a global leader in the manufacturing of innovative systems for the installation of tile and stone, has today announced the launch of another industry first with the LATICRETE Product Information App. Free to download and use, the full-service jobsite reference tool offers the quick and easy retrieval of LATICRETE® product information and other invaluable tools from iPhone®, iPad™ and iPod touch® devices when and where you need it. The LATICRETE Product Information App can be downloaded at no cost for on-demand, on the jobsite product descriptions, packaging details, quick grout coverage estimates and other direct links at your fingertips by visiting www.laticrete.com/iphone.

“Innovation is the fundamental principle that drives LATICRETE,” said Henry Rothberg, co-owner of LATICRETE. “It’s what we do. Innovation is part of our culture, part of our history, and what drives us to stay on the leading edge of our industry. Lead not follow. When you lead you have a clear view ahead. The commitment LATICRETE has to this philosophy is at the core of our desire to earn your business. This is another service we provide at no cost to benefit the contractor, to benefit the end user. Information at your fingertips, right there on your iPhone - right now.”

The LATICRETE Product Information App, the industry’s first full-service jobsite reference tool for on-demand information currently requires OS version 3.0 or higher, and is presently available worldwide at no cost. Professional contractors, distributors, dealers or do-it-yourselfers will find this reference tool a welcome addition to the tool kit. The LATICRETE Product Information App provides quick and accurate grout coverage estimates for all LATICRETE grout products by simply entering the desired product, tile size and grout joint width in both metric and standard measurement units. On the jobsite, away from the computer, LATICRETE has you covered with product details, installation guidelines, and direct links to additional documentation on all available products.

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. 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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