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LATICRETE Off to the Races with New Partnership in Brazil

Pictured L to R: Marcelo Chamma (Votorantim Cimentos), Martha Cerlon (LATICRETE), Marcelo Lass (Votorantim Cimentos)



June 18, 2010: LATICRETE, a global leader in the manufacturing of innovative systems for the installation of tile and stone, introduced its new agreement to supply Votorantim Cimentos with LATICRETE technology and know-how to enhance its Votomassa-branded range of tile and stone installation products for the Brazilian marketplace at FEICOM BATIMAT® construction fair this April in Sao Paulo.

Martha Cerlon, LATICRETE director of international sales, traveled to Brazil for the official debut of 21 newly-developed Votomassa products infused with LATICRETE technology. Votorantim Cimentos, one of the 10 largest producers of cement and concrete building materials in the World, entered into the new agreement with LATICRETE to bolster the Votomassa line in an effort to become Brazil's leading supplier of materials for the installation of tile and stone hard surfaces. A key component of the partnership for the Votomassa products is the ability to enter two new categories for sound and crack control and most importantly, waterproofing and anti-fracture protection based on the revolutionary LATICRETE® Hydro Ban™.

After completing her primary mission of supporting the initial launch of LATICRETE technology in the new line of Votomassa products for the Brazilian tile and stone industry, Cerlon celebrated with an exciting day at the track to witness Votorantim Cimentos commercial director Marcelo Chamma take the wheel of his specialized Brazilian Puma race car in search of the checkered flag. Accompanied by Votorantim Cimentos general manager of argamassas, Marcelo Lass, Cerlon had the opportunity to display what's become the hallmark of LATICRETE over its 50-plus years as a recognized leader in its field. LATICRETE has dedicated itself to the success of the tile and stone industry, which is reflected in the support and interest the company shows for its customers, partners and end-users in all four corners of the globe. And Chamma's big event at the track was just the right way to kick-off an exciting new partnership for LATICRETE and the team at Votorantim Cimentos in Brazil.

Innovative Tile and Stone Installation Systems

In the race, Chamma wasn't able to maneuver his No. 3 Brazilian Puma car into first place, but it was a special day for all involved and a fine way to kick off a new partnership ultimately destined to change the future of the tile and stone installation materials category in the Brazilian marketplace. Infused with LATICRETE technology and know-how, the enhanced Votomassa range has put Votorantim Cimentos in the driver's seat to overtake the competition and become the No. 1 Brazilian supplier of 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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