



For Immediate Release
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LATICRETE Opens New Manufacturing Facility in Southeast Asia



For Immediate Release: On May 22, 2009, LATICRETE International, Inc celebrated the opening of LATICRETE Southeast Asia Pte Ltd, its newest manufacturing, training and research facility in Singapore. The event was hosted by LATICRETE Chairman/CEO David Rothberg, Tan Eng Han, Director, and Tim Tan, Managing Director of the new entity.

LATICRETE has been in the Singapore market since the early 1970s and has locally produced materials for over 20 years. The LATICRETE Innovation Centre in Singapore was necessary to meet increased demand for LATICRETE products in Southeast Asia's Maritime Region, as well as Peninsular Malaysia, and has been designed and tailored to meet the stringent requirements of all LATICRETE plants worldwide. The 2,354 m² (25,329 ft²) facility features 334 m² (3,600 ft²) of office, lab and training space, as well as both wet and dry manufacturing facilities. The production line manufactures dry mortars, latex and epoxy products, which include tile and stone adhesives, grouts, latex additives, and flooring underlayments, as well as waterproofing, anti-fracture, and sound deadening membranes.

In his opening remarks at the impressive new facility in Singapore, Rothberg said: *"The establishment of LATICRETE Southeast Asia Pte Ltd clearly demonstrates our long-term commitment to the region. The Rothberg family is pleased to have found, in the Tan Family, a partner with the same long-term experience and multi-generational commitment to the industry and the region. LATICRETE prides itself on providing industry-leading levels of product innovation, customer satisfaction and corporate citizenship. Under the leadership of Mr. Tim Tan, and with your help and dedication, we are excited about continuing this tradition here in Southeast Asia."*

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Tan, with a long family history dating back some 40 years in cement, concrete and mortar, also spoke, thanking the Rothberg family and LATICRETE for all of the support received throughout the process from the world headquarters in Bethany, Connecticut. Tan urged his staff to find their own place at LATICRETE, saying: *"Today, together, we form a formidable team known as LATICRETE Southeast Asia Pte Ltd. Here we will find special, innovative ways to meet the changing needs of our customers. We will earn their trust. And we will build a strong team spirit, the spirit of LATICRETE."*

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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