



For Immediate Release
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LATICRETE Promotes Bob Duke to Technical & Training Specialist for New SPD Division



For Immediate Release: LATICRETE, a global leader in the manufacturing of innovative systems for the installation of tile and stone, announced today the promotion of Bob Duke to the position of LATICRETE Technical Support and Training Specialist for the newly formed LATICRETE Specialty Products Division (SPD). Duke joined LATICRETE in the Texas Region in 2005 and has enjoyed great success in his previous positions throughout the territory. In particular, Duke played an integral role in developing the materials and methods for the LATICRETE MVIS™ specification for the direct adhered method of thin brick, manufactured and natural thin-stone masonry veneer installation. With 27 years of

experience in the tile and stone industry, Duke now fills a national senior sales position and will work to seek out new opportunities for the LATICRETE MVIS specification, as well as for additional product lines that fall under the LATICRETE Specialty Products Division. Duke will be invaluable for the new LATICRETE SPD initiative, providing his technical knowledge and support to new distributors, installers and design professionals across the United States.

“Bob has been involved from the very beginning with the LATICRETE MVIS specification,” said John Striednig, Director, LATICRETE Specialty Products Division. “He was instrumental in developing installation techniques for the product line that allows us to address a need in the industry for a category that’s enjoyed incredible growth. He has over 25 years in the tile and stone industry and has had great success in his previous roles with LATICRETE. In a national role now, he’ll be working to help support and train our sales team, as well as working with architects, design professionals and end-user installers of engineered thin-stone exterior masonry facades as we continue to

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grow and build the business. He'll be a huge asset for us as LATICRETE seeks out new opportunities in the construction marketplace.”

Duke began his career at LATICRETE as a technical sales representative in the Texas Region, and since 2010 had been the LATICRETE Assistant Regional Manager in the same territory. In both roles Duke reported directly to John Striednig, as he will continue to do in his new role. Ed Metcalf, LATICRETE President, will continue to manage all LATICRETE sales initiatives in North America.

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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