



For Immediate Release
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For New Division, LATICRETE Promotes From Within



January 13, 2011: LATICRETE, a global leader in the manufacturing of innovative systems for the installation of tile and stone, has announced the creation of an entirely new and separate sales division developed initially to focus on sales of the LATICRETE® MVIS™ specification for manufactured stone masonry exterior facades. Going forward, the LATICRETE Specialty Products Division (SPD) will lead the way for sales of all LATICRETE developed products that will be sold through alternative channels outside traditional distribution. LATICRETE has chosen John Striednig to lead the new division after his impressive tenure as

LATICRETE Region Sales Manager in the Texas region. Striednig, in his new role as Director Specialty Products Division, will report directly to Ed Metcalf, President North America.

LATICRETE SPD will target the explosive increase in the usage of adhered natural stone and manufactured masonry veneer facades, promoting the superior performance and peace of mind provided by the LATICRETE MVIS warranty system when compared to other methods. Striednig will focus initially on key markets in the south and southeast, with immediate plans for filling other new positions across the country in 2011. A main goal for the SPD team is to increase awareness of the benefits in using the LATICRETE MVIS details, which bring improvements to the category by providing enhanced materials and methods for an application that currently relies on standard masonry mortars mixed on-site. By replacing Type-S field blended mortar mixes inherently subject to wide variations in quality and consistency with a warranted system produced by a globally proven manufacturer, LATICRETE will continue in its tradition of supplying the industry with the most advanced technology and materials for the permanent, problem-free installation of adhered masonry veneer surfaces.

Innovative Tile and Stone Installation Systems

“John Striednig brings exactly the right combination of experience, creativity and energy to this challenging new position,” said Metcalf. “His background across many disciplines in construction was of great value to us when creating the plan for SPD. His performance in his prior role as LATICRETE Region Manager proved his ability to get results through development of a solid growth plan executed by a strong, well-functioning team.”

Striednig was heavily involved with strategic and tactical planning to ensure LATICRETE stays focused on continuing growth in new sales for a category that has exploded into a 200 million square-foot market. The LATICRETE® MVIS™ specification is guided by the LATICRETE mission of improving the adhered masonry veneer industry with installation solutions that increase productivity and offer time and labor-saving benefits. The LATICRETE MVIS specification has already allowed LATICRETE to increase the utilization of its world-class manufacturing facilities across North America, and the promotion of Striednig to lead the newly established and separate sales division will ensure LATICRETE continues to grow at a pace that exceeds the market.

“SPD is the extension of a continuing strategic initiative for LATICRETE,” said Metcalf. “It’s the result of a new process LATICRETE has created that can be viewed as sort of an incubator for new products and sales opportunities. LATICRETE has a strong, experienced and very focused sales force in the tile and stone channel that has proven to be a successful model for us over the years. The development of the new division and sales team to explore alternative products and channels and to bring those products to market was critical for us to ensure we don’t dilute the efforts of our existing sales team. We’ll start with the LATICRETE MVIS system and will be adding new areas of opportunity for the SPD team across North America, and globally, in the coming months.”

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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