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## LATICRETE Sharpens Focus on International Training



**August 16, 2010:** LATICRETE, a global leader in the manufacturing of innovative systems for the installation of tile and stone, announced today the addition of Wayne Hoerning to the newly created position of International Sales Support & Training Manager. LATICRETE, in an effort to strengthen its focus on training, education and technical support in all international markets, welcomes Hoerning back and will benefit from his years of industry experience in further promoting the use of LATICRETE materials and methods overseas.

Hoerning began his career with LATICRETE technical services in 1993, rising to supervisor of the division during his eight years at the headquarters facility in Bethany, CT. Hoerning's prior experience with LATICRETE® products and systems along with his work in the tile and stone industry over the last nine years, with the International Masonry Institute, Ardex and most recently United Distributors Tile Group, made him the ideal candidate for the position. LATICRETE has continued to grow and expand around the world with the recent opening of another production, research and training center in Vietnam. Hoerning will step right in with the skills he needs to help train end users overseas in using LATICRETE materials, as well as support architects, designers, contractors and LATICRETE sales professionals with specifications.

"Wayne (Hoerning) has a vast amount of experience in the technical aspects of installing tile and stone from his time here at LATICRETE," said Faisal Saleem, LATICRETE Director, International Business Development. "He's continued in the industry with high-level positions in construction, consulting and sales ever since. These are all skills that will certainly help us in our training, education and support efforts in overseas markets. LATICRETE

### Innovative Tile and Stone Installation Systems

places a high level of importance on training and has proven this to be very successful. Wayne has a lot to offer in this field and we're very pleased to have him join our team."

"One of the challenges as LATICRETE continues to grow in global markets is to take the model that's been so successful here and implement that overseas," said Hoerning. "A large percentage of doing this successfully is in the training and education. The products are so technical and the methods so advanced, that it's important to make sure the installers have the proper training in order to take full advantage. And my strength has always been in hands-on experience and looking at projects through the eyes of the installer. We'll be out there in all the places where LATICRETE operates, and not just with the contractors of big projects. LATICRETE® products are produced and sold locally in these markets, and people want to have tile in their kitchens and bathrooms and they want it to last."

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](http://www.laticrete.com).

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