



For Immediate Release

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LATICRETE Announces 15 Pass CTDA Exam for Certified Ceramic Tile Salespersons

April 3, 2008: LATICRETE, a global leader in the manufacturing of innovative systems for the installation of ceramic tile and stone, has announced that 15 members of its sales team have passed a comprehensive exam and earned certification from the Ceramic Tile Distributors Association (CTDA) as Certified Ceramic Tile Salespersons (CCTS). The following members of the LATICRETE sales team are now CCTS certified: Patrick Blackburn, Joseph Braswell, Mark Brooks, Jeffrey T. Carder, Steven L. Clark, Brian T. Cotterman, Robert A. Devereaux, Richard Gluns, Michael Goins, Kevin Mahoney, Edward A. Obymako Jr., Don Peak, Joseph Michael Simpson, and LATICRETE director, technical services, Art Mintie.

Certified Ceramic Tile Salespersons are those individuals with excellent knowledge in the selection, application, and analysis of ceramic tiles. They have passed a comprehensive examination which tests and rates their mastery of the critical skills and knowledge for successful execution of the role of ceramic tile salesperson. Skill sets performed by the ceramic tile salespersons and tested in the examination include selling ceramic tiles, explaining product lines, ceramic tile installation, preparing quotes or contracts, ANSI specifications, and providing technical services and solutions.

Eligibility requirements include active employment in the ceramic tile distribution industry currently and at for at least two years, agreeing to meet the policies for use of the CCTS designation and logo, and other relevant policies, and successfully passing the examination. Examinations were developed by ceramic tile experts with the assistance of certification professionals at Southern Illinois University Department of Education and Development, one of the largest workforce related professional development preparation agencies in the United States.

Innovative Tile and Stone Installation Systems

The Ceramic Tile Distributors Association (CTDA) is an international association of distributors, manufacturers and allied professionals of ceramic tile and related products. CTDA's mission is to provide educational and networking opportunities for distributors of ceramic tile and their suppliers to further consumption of ceramic tile. For more information on the CCTS program, contact CTDA headquarters in Glen Ellyn, IL at +1.603.545.9415.

LATICRETE is a global leader in the manufacturing of tile and stone installation systems, known and trusted for industry leading innovation and expertise. For in-depth technical support and answers to your installation or application questions call toll free: 1.800.243.4788, ext 235, or outside the USA: +1.203.393.0010, ext 235, E-mail: support@laticrete.com. Comprehensive LATICRETE and industry information can be found on the web at: www.laticrete.com. LATICRETE, LATAPOXY, SpectraLOCK and the LATICRETE logo are registered trademarks of LATICRETE International, Inc.



