



## Press Release

**For Immediate Release**

### **LATICRETE International, Inc., at the CBD 2008**

*LATICRETE International Inc., was proud to support the initiatives of its local team at the CBD 2008, the 10th China International Building & Decoration Fair, July 6th to 9th, 2008 at the Pazhou Complex in Guangzhou, China.*

**Bethany, CT — August 1, 2008—** CBD 2008, the 10th China International Building & Decoration Fair was held from July 6th to 9th, 2008 in the Pazhou Complex in Guangzhou, China. The Pazhou Complex, opened in 2002, has an interior exhibition area of 130,000sqm and an exterior exhibition area of 22,000sqm. This makes the Pazhou Complex one of Asia's largest exhibition areas. With over 2,200 exhibitors, the show drew over tens of thousands of trade visitors.

LATICRETE International Inc., was not only an exhibitor, but also held a seminar to explore the industry trends and how to serve the market needs. Having celebrated the Grand Opening of its first wholly-owned Chinese subsidiary, LATICRETE (Shanghai) Building Material Co. Ltd, on April 2nd, LATICRETE International was proud to support the initiatives of its local team.

For over 50 years, LATICRETE has continued to develop innovative products and technology to make tile & stone installation easier, faster & more secure. LATICRETE products have been used in numerous world renowned projects including The Water Cube (The China National Aquatics Centre) in Beijing, China, the Shanghai World Financial Center, and the ongoing Burj Dubai tower in the UAE (the worlds tallest building),.

For in-depth technical support and answers to installation or application questions call: (203) 393-0010, ext 235., E-mail: [support@LATICRETE.com](mailto:support@LATICRETE.com).

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**Innovative Tile and Stone Installation Systems**

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