



For Immediate Release
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LATICRETE Floor HEAT Adds Value for Electrical Wholesalers



For Immediate Release: LATICRETE, a global leader in the manufacturing of innovative systems for the installation of tile and stone, has expanded its reach beyond tile and stone distribution for LATICRETE® Floor HEAT to include the wholesale electrical market. With the LATICRETE Floor HEAT Merchandiser, a complete LATICRETE Floor HEAT package including the LATICRETE Floor HEAT mat, LATICRETE Floor Warming Thermostat and the LATICRETE Wire Eye,

electrical wholesalers can add incremental profits by upselling the comfort of warm tiled floors.

LATICRETE Floor HEAT offers an exclusive self-adhesive mesh and wire backing allowing for faster and easier installation. Unlike traditional floor warming systems that can be difficult to install, LATICRETE Floor HEAT has been designed to simplify the layout process and minimize the expertise required by installers. In addition, LATICRETE Floor HEAT is part of the LATICRETE Lifetime Residential Warranty*.

In addition to several innovations of the mat itself, LATICRETE offers 24-hour turnaround on floor layouts and an easy to use software program that allows customers to design their floor and identify product needs quickly and easily. Take the LATICRETE Room Design tool for a test drive at www.laticrete.com/fw.

Combined with renowned technical service, LATICRETE offers unparalleled nationwide support to distributors, contractors and dealers in a variety of sales channels. "It is our goal to aggressively promote the awareness of, and more importantly, the benefit of radiant floor heating to consumers," says Sean Boyle, director of marketing. "By investing heavily in marketing activities, electrical professionals can realize incremental sales by providing better value to the end customer."

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: technicalservices@laticrete.com.

Innovative Tile and Stone Installation Systems

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.

* See Data Sheets 700.12 for complete warranty information.

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