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LATICRETE INTERNATIONAL CELEBRATES 50 YEARS OF INNOVATION IN 2006

For immediate release – LATICRETE International, Inc., founded in 1956 by Dr. Henry M. Rothberg, whose pioneering work in the field of chemical engineering revolutionized installation techniques for the setting of ceramic tile and stone by the “adhesive mortar method,” is celebrating 50 years of industry leading innovation and expertise in 2006.

Dr. Rothberg’s research is now the basis for all modern adhesives used today for the installation of ceramic tile and stone, and his firm, LATICRETE International, based in Bethany, Connecticut, is a world-wide leader in the manufacturing of innovative setting materials for ceramic tile and stone.

Five decades ago, Dr. Henry Rothberg, a chemical engineer, was managing his family’s tile, terrazzo and marble installation company when the problems inherent to installing these materials with the traditional “full-mortar bed” method became evident to him. Dr. Rothberg began a program of research and developmental studies that after much time led to the introduction of thin adhesive mortars for the bonding of ceramic tile and stone to the construction industry. The new material created by Dr. Rothberg was brought to the market as “LATICRETE,” and today continues to set the standard for all modern adhesives used for the installation of ceramic tile and stone.

For the last five decades, the LATICRETE commitment to research and development has led the world in innovative ceramic tile and stone installation systems, and the firm’s success is marked by the achievement of many industry firsts. In 1980, LATICRETE became the first in the industry to put their architectural specifications on a computer

disc. In 2005, LATICRETE continued to meet the needs and demands of architects when it launched the first customizable web-based specifications process in the industry.

In 2003, Dr. Rothberg's son, David Rothberg became the new Chairman/CEO, and LATICRETE became the first in the industry to introduce anti-microbial agents into an entire product line. The same year, LATICRETE® 255 Multimax Multipurpose Thin-set Mortar hit the market, representing the first lightweight, non-sag, KEVLAR® reinforced mortar, and the firm followed that with a revolutionary new grout providing unmatched stain resistance and color uniformity: LATICRETE SpectraLOCK™ PRO Grout.

In the next few years LATICRETE continued to set industry firsts, introducing the LATAPOXY® 310 Cordless Mixer, an exclusive dual-component cordless mixer that enables installers to triple productivity for vertical installations of large format tile and stone. LATICRETE SpectraLOCK™ PRO Grout offering increased stain resistance was introduced, and LATICRETE became the first in the industry to attain GREENGUARD™ Certification for low VOC products.

LATICRETE is the only firm in the industry that has been continuously involved in the research and development of adhesive mortar materials and technology for 50 years, earning the reputation as an industry leader. Today, LATICRETE system materials are marketed in 65 countries around the world.

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 (800) 243-4788 ext 235, or outside the USA: (203) 393-0010, ext 235. Comprehensive LATICRETE and industry information can be found on the web at: www.laticrete.com LATICRETE and LATAPOXY are registered trademarks of LATICRETE International, Inc.