



LATICRETE INTERNATIONAL, INC
1 LATICRETE PARK NORTH
BETHANY, CT 06524-3423 USA
www.laticrete.com

©2005 LATICRETE INTERNATIONAL, INC.
LATICRETE, LATAPOXY and the logo
are Registered Trademarks of LATICRETE
International, Inc.

For Immediate Release
Contact: Ron Treister or Eric Carson
207-828-8050
rt@communicatorsintl.com
epc@communicatorsintl.com



LATICRETE FORTIFIES THE BALTIC STATES

For immediate release: LATICRETE International, a world leader in the manufacturing of innovative tile and stone installation systems continues to extend their global reach. This will continue to improve global product availability and speed of distribution. Beginning this June Laticrete System materials for the *Permanent, Problem-Free installation of tile & stone* will be manufactured, inventoried and distributed from a state of the art new 100,000 square foot plant in the Baltic State of Latvia.

Located in Salaspils, Latvia, 11 miles from the capital of Riga, a major cultural, educational, political, financial and industrial center, the new location is a prime site for distribution with immediate border access to Estonia in the north and Lithuania in the south. Riga, the largest city in the Baltics, has long been considered the gateway for trade with Russia.

The Baltic States joined the European Union in 2004, and now boast liberal democracies and quickly growing market economies. This offers LATICRETE products rapid access to all of the countries located on the Baltic Sea as well as Denmark, Finland, Sweden, Germany and Poland.

This new facility is scheduled for completion in June 2006 and will employ 40 people. It will be managed by Genady Jakimenko the company president and senior partner/owner. Genady has been directly involved with the distribution and technical support of LATICRETE products in Latvia for over 10 years. The modern, state-of-the-art manufacturing facility will feature a new micro-dosing machine to carefully measure mixing ratios to help insure absolute quality control in the manufacturing of Laticrete system materials. In addition, fully-automated handling equipment will speed up delivery to existing LATICRETE suppliers & jobsites in the region and will be instrumental in supporting the ongoing efforts of the regional Laticrete field technical sales force in setting up additional product distribution channels in the Baltic States.

LATICRETE International 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. (800) 243-4788 in the USA or (203) 393-0010 from anywhere in the world. E-mail: support@laticrete.com. Comprehensive LATICRETE and industry information can be found on the web at: www.laticrete.com or www.laticrete.lv for the Latvian website. LATICRETE® is a registered trademark of LATICRETE International, Inc.