



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
207-828-8050
rt@communicatorsintl.com

LATICRETE HELPS CEMENT A DREAM

LATICRETE International, for a half a century, has been a world leader in providing ceramic tile and stone installation systems on a global basis. Innovation and commitment have marked LATICRETE's five decades of success. These commitments include a strong desire to help those in need. Recently, the company again demonstrated this kind of selfless behavior by donating and shipping its unique products to an inspiring cause: Providing shelter for the citizens of Cap Haitien, a poverty-stricken seaport village on the northern coast of Haiti.

This amazing story actually began many years ago when Philip Paoella, then President of Plasticrete Corporation, traveled to Cap Haitien on a humanitarian mission with his long-time friend Vito Mazza, in a joint attempt to help fight hunger on the island. After the trip, Paoella returned to Connecticut and his everyday life, but the images of what he witnessed on those poverty-stricken streets of Haiti never left his mind.

Cap Haitien is one of the most impoverished places in the poorest country in the Western Hemisphere. Virtually all of the residents live in extreme poverty, tucked away as migrants in the tropical countryside. Overcrowded, makeshift housing, little or no sanitation and rarely enough food to meet even the minimal daily nutritional requirements, are just some of the issues facing the people of this region.

Paoella, now 90-years-old and retired, had a vision – and also a plan to implement it. With many years of service as an architectural concrete products manufacturer to draw from, Paoella set out to find an attainable solution to the housing issues facing the people of Cap Haitien.

“My father’s dream was to do something to help (the people of Haiti),” Philip’s son John Paoella said. “This is not a money-making adventure for him. He has spent thousands of dollars and the past few years researching this product. It means a lot for him to see it come full-circle. We made a commitment as his children that if something happens, we would see this through, and we have all had a hand in supporting him.”

Paolella's dream was to create an opportunity for an unskilled individual to be able to manufacture a concrete block of sufficient quality and strength for use in building a home. This house would then be "bonded" together using LATICRETE's #255 MultiMax Thin-Set Mortar, an easily applied bonding compound. With the help of two former employees, Joe Ciriello and Joe Rescigno, Paolella first designed a wooden form (and then a steel form) to cast the block. After several castings it was determined that a durable yet lightweight form would be needed. The trio of inventors then met with David Nickerson, President of Concrete Block Insulating Systems (CBIS Korfil). Nickerson designed (and donated) a metal mold that produced a polystyrene "block" mold that was inexpensive, durable, lightweight and had the necessary tolerance levels to cast a block perfectly square. Once cast with these molds, the blocks can be laid in a stack pattern using LATICRETE's mortar mix. This building process allows an unskilled person (with necessary training) to take the mold, fill it with concrete materials native to the island and subsequently build a house. Once perfected, this process could provide a vocation and a purpose for the impoverished Haitian people. Not to mention, a place to call home.

"LATICRETE really stepped up to the plate for us," John Paolella said. "I talked with Sean Boyle at LATICRETE and he thought it was an amazing idea. (He then) arranged for us to receive the shipment of products in West Palm, Florida, to be transported to Haiti. We were very pleased with their support."

Of course, a project like this took years to unfold, and many different people and companies had a hand in making one man's dream a reality. In addition to CBIS and LATICRETE, people like Marc Theriault, a first-class engineer from Canada who volunteers his time in Haiti, and Father Paul Carrier, from Fairfield University, who travels to Haiti monthly to support a former student, Doug Perlitz, who founded Project Pierre Toussaint. This project serves the growing population of homeless street children in Cap Haitien, where the new block will be officially tested this November.

"I refer to this project as a miracle in progress," Father Carrier said. "Amazing things are happening in terms of education, housing and the meeting of the very basic needs of the people of Haiti."

The Pierre Toussaint School instructs students in the trades in addition to reading, writing and mathematics. The "Block Project" will allow the boys to learn how to make a smaller sized concrete block. Once the boys have mastered the masonry technique, they will in turn build homes for the homeless in their village and community, addressing a great need in Haiti.

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 LATICRETE® is a registered trademark of LATICRETE International, Inc.