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*L to R: David Rothberg, Michael and Manny Magallanes L to R: David Rothberg and Larry Catalano*

## LATICRETE CELEBRATES 50 YEARS IN STYLE

ORLANDO – LATICRETE International celebrated its 50<sup>th</sup> anniversary as a leading producer of innovative tile and stone installation systems in grand style during Coverings 2006 in Orlando, Florida.

Henry M. Rothberg, LATICRETE founder and the current chairman emeritus delivered the party's keynote speech. His speech focused on "Ethics in Business" and the Laticrete commitment to Ethics, Reputation & Reliability in business. He also took the opportunity to recognize and thank LATICRETE employees, both past and present, as well as the company's base of loyal customers around the world for their support. The gala event was a great chance for LATICRETE to gather with many of its friends: distributors, general contractors, associates and representatives, to celebrate the success and strengthen the bonds that LATICRETE has built over the last five decades.

On hand at LATICRETE's 50<sup>th</sup> anniversary celebration were Manny and Michael Magallanes from Aqua Mix, Inc. Headquartered in Corona, California, Aqua Mix has been a valued LATICRETE business associate for over 15 years. According to David Rothberg, Manny, the founder and chairman, is not just a valued associate, but quite interesting as well. Magallanes is black belt in the Japanese martial art of Shotokan. For the last six years he has been teaching kids the skillful art, and was recently selected into the California Martial Arts Hall of Fame for his efforts. Also, since 1966, Magallanes has been riding Harley Davidson, and currently drives a 2003 Springer Softail. Magallanes' company, Aqua Mix, is a global leader in stone, tile and grout care maintenance products, and has held many joint sales presentations with LATICRETE over the years. Of course, the long-time friends recommend all of each others' products.

"Aqua Mix has shared a lot of podiums with LATICRETE over the years," Magallanes said. "We have given a lot of speeches together, both at national conferences and with local distributors. We have always gotten along real well. It has been a real comfortable and friendly relationship."

Also on hand was Larry Catalano from Nicata Contracting in Toronto, Ontario, who has been a committed LATICRETE customer for many years. Catalano is currently using LATICRETE products to install the tile clad Olympic size swimming pool at Havergale College in Toronto. Larry as a tile contractor is a great promoter of LATICRETE products to architects, engineers, general contractors and homeowners for his and other projects in the Greater Toronto Area.

"Larry and his brother Joe (J + D Artistic Design) use LATICRETE products on virtually every installation," said Glenn Prince, LATICRETE's former Canadian representative who is currently a member of the Laticrete team in China. "Larry & Joe have been close personal friends of David Rothberg, Henry B. Rothberg and mine for many years. They have attended several technical courses at the LATICRETE Bethany training facility, have been instrumental in the field trialing of new products and technologies and totally believe in our products and the LATICRETE message."

A great time was had by the over 500 guests in attendance. Everyone ate well, many enjoyed a bit of drink and were entertained by great musicians, flamenco dancers, and of course, each other.

“It was a great way to celebrate our 50<sup>th</sup> anniversary,” said Sean Boyle, the LATICRETE Business Development Director. “We plan on having an even better party 50 years from now.”

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. E-mail: [support@laticrete.com](mailto:support@laticrete.com). Comprehensive LATICRETE and industry information can be found on the web at: [www.laticrete.com](http://www.laticrete.com). LATICRETE<sup>®</sup> is a registered trademark of LATICRETE International, Inc.