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## LATICRETE OPENS FIRST FULLY OWNED PLANT IN CHINA



*May 5, 2008:* LATICRETE International, Inc. celebrated the Grand Opening of its manufacturing plant in China on April 2<sup>nd</sup> at Songjiang, Shanghai. LATICRETE (Shanghai) Building Material Co. Ltd is a wholly-owned subsidiary of US-based LATICRETE International. The opening of the China facility represented another milestone in the firm's fifty plus years of presence worldwide. David

Rothberg, Chairman/CEO, Erno de Bruijn, President, International Division and a great number of LATICRETE partners and employee representatives from over 16 countries and regions attended this gala grand opening ceremony.

The building of the new production and research center in Songjiang, Shanghai started in September 2007. The new plant is the first fully owned LATICRETE plant outside of US and has been designed and tailored to meet the stringent quality requirements of LATICRETE plants worldwide. Its production line manufactures dry mortars, latex and epoxy products which include tile and stone adhesives, grouts, latex additives, waterproofing, floor underlayments and EIFS systems serving Greater China.

David Rothberg stated, "The increasing trend for thinner and lighter-weight buildings requires even more new and innovative ways to install tile and stone." According to Bill Qiu, General Manager of LATICRETE (Shanghai) Building Material Co. Ltd, "The establishment of the LATICRETE plant clearly indicates our company's long term commitment to China."

It is expected that within the next decade, LATICRETE China will exceed the firm's US market in overall sales volume.

"The secret of success for LATICRETE has been and always will be in providing localized cutting-edge solutions for tile and

### Innovative Tile and Stone Installation Systems

stone installations,” added Erno de Bruijn. “Additionally, LATICRETE is committed to training professional tile installers, contractors and Industry personnel on the latest methods and materials for trouble free and secure installation of ceramic tile and stone in China. For this reason we have built a large state of the art training facility at our new Shanghai plant location.” Over 50 years ago, LATICRETE founder, Dr. Henry M. Rothberg, invented the thin-set method for ceramic tile and stone installations. Right from the start, this method dramatically changed the way tile & stone were to be installed in USA..... and, quickly revolutionized the tile and stone industry worldwide. During these past five decades, LATICRETE has continued to develop innovative products and technology to make tile & stone installation easier, faster & more secure. LATICRETE products have been used in numerous signature projects around the world including the ongoing Burj Dubai tower in the UAE (the worlds tallest building), the China National Olympic Swimming Center in Beijing, China (Also knows as the Water Cube) and the Shanghai World Financial Center.

All of LATICRETE products including adhesives, grouts, waterproofing and sealers are time and weather proven.

Additionally, the products are GREENGUARD® certified and offer LEED credits. Since the company’s onset, LATICRETE products have been architecturally specified and professionally endorsed by installers.

**Pictured Above from L to R: Bill Qiu, Mr. Quansen Pu (town commissioner of Songjiang XinBang Town, Shanghai City), David Rothberg, Erno de Bruijn, Al Canosa (Member of Board, LATICRETE), and Ms. Yan Zhou (town mayor of Songjiang XinBang, Shanghai City).**

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: [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, LATAPOXY, SpectraLOCK and the LATICRETE logo are registered trademarks of LATICRETE International, Inc.

