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## **LATICRETE Promotes John Striednig: Texas Region Sales Manager**



***For immediate release*** – LATICRETE, a world leader in the manufacturing and marketing of innovative systems for the installation of ceramic tile and stone, has promoted John Striednig, CSI, CCPR, to regional sales manager for the Texas Region, encompassing Texas, Oklahoma, Louisiana, Mississippi, Arkansas, Western Tennessee and Southern Alabama.

After one year as the senior architectural specialist for LATICRETE in the same territory, Striednig will now lead a staff of 10 on an aggressive campaign to build LATICRETE sales and maximize market share in the South Central United States. Striednig moved to LATICRETE in 2005 from Mapei, where he spent six years in a similar capacity, and will use new product introductions to position LATICRETE as the technology leader of the industry.

“My goal is to drive sales throughout the region by expanding brand recognition, developing new distribution points and maximizing LATICRETE market share,” Striednig said. “With five new employees, we have the manpower to aggressively approach the contractor side of our business to grow both the commercial and residential market segments.”

“John brings a wealth of knowledge of the industry and the market to this position,” said Vernon Cox, LATICRETE sales manager, North America. “We have a strong team in place and now we have a strong leader. It’s a true pleasure to have someone with so many strengths in this position. I am looking forward to watching John grow in this position and seeing the success of this region reach its maximum potential.”

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. 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).

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