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LATICRETE MVP 3.0 Successful Contractor Loyalty Program Upgraded

MVP 3.0

November 16, 2011: LATICRETE, a global manufacturer and leader of premium installation and finishing systems for the building industry, has announced major upgrades to its highly successful Most Valued Partner (MVP) customer loyalty program.

“MVP has been one of the best programs we’ve ever offered to users of LATICRETE products,” stated Ron Nash, LATICRETE Director of Sales. “We started the program a few years ago with 20-30 MVPs. Today, there are several hundred contractors participating.. It became clear to us that we were forming strong partnerships with these contractors. So, we sat down and discussed what we could do to enhance the MVP program and recognize their loyalty.”

Since its inception, the MVP program has been a three-way partnership between LATICRETE, qualified LATICRETE distributors, and tile and stone installation contractors. Once joining the program, there are many benefits offered to the contractor. These include rebate incentives, MVP Adventure Travel, rewards points, and “Sneak Peaks” of new LATICRETE products.

“There are even more benefits offered with MVP 3.0,” continued Nash. “When MVP contractors have a need for technical support, there is now a separate dial-in phone number for special access to our Technical Services Department. There is also improved flexibility in the use of rewards points including the ability to use their points to pay for registrations and lodging at industry events like Surfaces, Coverings and the TCAA National Convention.”

Ed Metcalf, President, LATICRETE North America Division, was the person who spearheaded the movement of upgrading the MVP program. He stated, “The LATICRETE Most Valued Partner program has been a huge success because it is more than just a loyalty program. We engage with our MVPs in every possible way to help them grow their business and give them an advantage over their competition. MVP 3.0 is the latest step in the program’s evolution, intended to help make the benefits of MVP even more apparent and readily accessible to our most dedicated end-users.”

Innovative Tile and Stone Installation Systems

LATICRETE International, Inc. is a US-based, family-owned global manufacturer and leader of premium installation and finishing systems for the building industry. LATICRETE® products are produced and distributed worldwide in the commercial and consumer channels. The company's philosophy of innovation and technical expertise has led to an unparalleled reputation and commitment to superior quality, performance and customer service. Manufactured in state-of-the-art ISO 9001:2008 certified facilities, LATICRETE offers a broad product portfolio including an extensive line of low VOC sustainable products independently certified by GREENGUARD.

LATICRETE®, LATAPOXY®, SpectraLOCK®, Hydro Ban® and DRYTEK® are registered brands of LATICRETE International, Inc. *Corporate Website:* www.laticrete.com.

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