For the Builders of a Better World®

Introduction & Background

Established by the second and third generations of the Rothberg family, the vision and values statement articulates the principles that guide their long-term stewardship of the family-owned company founded by Dr. Henry M. and Lillian Rosenstock Rothberg. This statement serves as a unifying compass for how the family seeks to preserve and strengthen the legacy entrusted to them, while actively supporting the continued success of the business, ensuring that future generations remain grounded in the values, integrity, and sense of responsibility that have shaped the company from its beginning.

In sharing this statement, the Rothberg Family reaffirms its commitment to guiding the company with purpose, unity, and a deep appreciation for the people who have helped shape LATICRETE into the industry leader it is today.

Rothberg Family Vision & Values Statement

We will honor the legacy of our family business started by Henry M. and Lillian and will build upon the values and guiding principles that inspired them, appreciating that what we have inherited is rare and special and must be responsibly overseen for the benefit of future generations.

We are a close-knit family of intellectually motivated individuals who share a love of learning, critical thinking, and a commitment to high achievement. We approach the world with curiosity to expand our knowledge by asking questions. By challenging the status quo, we strive to create a better outcome.

We love and respect each other, support each other's pursuits and passions, and are committed to maintaining family harmony. We are generous in giving back to the communities in which we operate and to our stakeholders (customers, partners, employees). We operate according to strict ethical and environmental standards.

We treat our stakeholders with the utmost respect, honesty and care. We create a company environment where people share in the values and passion for what we are building. We are proud that our employees are respected, valued, and know they are making meaningful contributions to the world through their work.

We are experts and leaders in our industry, recognized for technical excellence and innovation, premium system solutions, solving problems in construction, and standing by our relationships.

We take calculated risks and make ongoing improvements to grow the business and operate with the highest standards of excellence. We commit to maintaining and growing the company in size, profits and reputation with a long-term view, prioritizing the wellbeing of our customers and employees in order to continue our legacy.

Our business generates long-term growth, profitability, and financial returns, which will provide a source of dividends to family members in ownership positions; however, these distributions will be balanced against the company's needs and performance.

We will prepare each generation to build upon the legacy of the family's beloved asset as shareholders and potential leaders within the company.