We are excited to share our first newsletter among other exciting news about extending the LATICRETE family!

We are happy to announce the acquisition of BENFER SCHOMBURG S.r.l. as of September 2019. Benfer is a leading producer of adhesives and sealants for ceramic and natural stone floor and wall coverings, located in Castelnuovo Rangone.

This acquisition is an important step forward for us as part of our strategic plan for continued international expansion through the introduction of new production and business support in Europe. Now we have new resources and capabilities with an expanded team, right here in Italy.

Around the same time, we had successful CERSAIE and MARMO+MAC tradeshows where we not only showcased products, but introduced the newest member of the LATICRETE family: Benfer!

We continue to coordinate with the Europe, International R&D, and BENFER teams to review products and formulations to be compliant with new European Union rules and standards as well as start production here in Italy. We are working step by step to increase the presence of LATICRETE in more countries throughout Europe.

We look forward to the upcoming busy season before the team at LATICRETE Europe takes a break over the December holiday. Be sure to note the important closure and reopening dates provided in our 2019 Holiday Schedule.

We hope you enjoy reading this first newsletter which will be published on a quarterly basis going forward. If there is a topic you would like featured in the newsletter, please let us know by email:

- info@laticreteurope.com

To chat with us about technical support or your next project, call the LATICRETE Europe technical services team at:

- Phone: +39059557680
- Email: technicalservices@laticreteurope.com

Stay tuned to see where our growth and innovation takes us from here. Thank you for your continued support to LATICRETE.

Happy Reading!

Eddy Bonucelli
LATICRETE Europe Regional Director

Follow us:
LATICRETE has acquired BENFER SCHOMBURG S.R.L., a leading producer of adhesives and sealants for ceramic and natural stone floor and wall coverings with an impressive track record of growth and customer base.

FAQ

1) Who is LATICRETE International?
Since 1956, LATICRETE has aimed to improve the durability of buildings and create lasting customer relationships by manufacturing safe, innovative building materials and by treating customers, employees and partners like family. With approximately 1,600 team members worldwide, LATICRETE distributes in over 100 countries.

2) Who is Benfer Schomburg?
Since 1965, BENFER has been active in the European and international markets producing and selling adhesives, sealants and rapid setting self-leveling products; waterproofing for different types of sub-bases; rapid drying screed; systems for installation on wood paneling, corrosion inhibitors, and accessories for repairs and protection. In 2009, the BENFER SCHOMBURG joint venture was formed with BENFER and German company, Aquafin International Gmbh.
3) Why is Benfer-Schomburg being sold to LATICRETE Europe SRL?
LATICRETE and BENFER are complementary in product offerings and market penetration. With this acquisition, LATICRETE will expand its production and presence in the European market. BENFER’s strong position in the European market will open up new business opportunities, and BENFER will expand its production.

4) What will the combined company be named and where will it be headquartered?
After the initial steps of the integration, there will be two company entities – LATICRETE Europe S.r.l and Benfer S.r.l. The Laticrete team will relocate to the existing Benfer offices.

5) What is the culture of the new company?
There are many similarities between the LATICRETE and BENFER corporate cultures. Both are family founded and have long been committed to providing their customers with innovative, best-in-class products, support and service. This dedication and innovation drives both companies’ culture.

6) Who will be the Leadership Team?
The general management of the company will continue under the direction of Giorgio Cocchi, previous Owner of BENFER, with support of Eddy Bonucelli, LATICRETE Regional Director of Europe and Samantha Rothberg, LATICRETE Integration Manager.

“This acquisition is an important step forward for us as part of our strategic plan for continued international expansion through the introduction of new production and business support in Europe.”
- Erno de Bruijn, President & COO, LATICRETE International Division
1960s
The North American market was slow to adopt Dr. Rothberg’s innovations, so he took the idea to Germany, Denmark, Italy, and England first, where Villeroy and Boch became the first overseas customer.

1970s
LATICRETE established a subsidiary in the UK.

1980s
LATICRETE focused on key markets; Italy is and was the heartland of the ceramic tile industry.

1990s
Subsidiaries were established in Italy, England, and France. LATICRETE Nordic was established in 1992 when Morten Garuud took over from his father as GM.

1965
Engineer Rinaldo Cocchi established Benfer Italiana Adesivi in Bazzano.

1983
After the death of their father, Giorgio and his sister Paola took over management of the company.

1983 - 1990s
BENFER developed and established well-known products as well as focused on trade shows and exhibitions – export grows up to 80% in 1990’s.
2003
LATICRETE Italia was set up as our distributor and licensee. LATICRETE Marine was subsequently set up as our key marine distributor under LATICRETE Italia.

2013
Licensee partner was established in UK for the LATICRETE brand.

2016
LATICRETE EUROPE was founded in Italy to serve Europe and standardize brand. LATICRETE Italia is acquired and absorbed soon after.

2018 - 2019
The LATICRETE & BENFER story begins in October 2018, with BENFER soon after joining the family officially in September 2019. Cheers!

2008
A JV with the German group SCHOMBURG was established, creating BENFER SCHOMBURG SRL. Land was purchased in Castelnuovo, the world’s most important ceramic tile district, was bought to build the new headquarter.

2009 - 2011
The new state of the art facility was constructed; the 16,000 sq m (170,000 sf) facility is equipped with fully automated production.
Amid a persistent skilled labor shortage that continues to challenge the building sector, LATICRETE offers training programs that offer the necessary education and skills for the future of construction. We are committed to ongoing education and technical support.
CEREAIE, BOLOGNA, ITALY | 23 - 27 SEPTEMBER, 2019

LATICRETE EUROPE participated in the CERSEAIE exhibit this past September. Our stand featured new products along with a live water feature and in-person mosaic install by David Arnott. We showcased our flooring products, HYDROBAN®, SPECTRALOCK® PRO PREMIUM TRANSLUCENT GROUT, and so much more. Team members from all over the world, including Benfer, joined us for this event.

MARMO+MAC, VERONA, ITALY | 25 - 28 SEPTEMBER, 2019

The team also participated in the MARMO+MAC exhibition, Italy’s largest stone, design, and technology design trade fair. We showcased our surface and stone care range, STONETECH, along with PERMACOLOR SELECT and our stone adhesives.
FEATURED PROJECTS

VATICAN CITY PARKING, Vatican City, Italy | July 2019

PROJECT INFO: Situated in the Vatican City, Gianicolo Parking needed 30,000 square meters of high-performance coating.

CONTRACTOR: CONCETTO CONTINUO SL
LATICRETE PRODUCTS: GUARD PA SB PIGMENT BASE

PRIVATE SWIMMING POOL, Catania, Italy | July 2019

PROJECT INFO: A 150 square meter swimming pool at a private villa calls for LATICRETE products.

CONTRACTOR: CO.GE.CA Catania
LATICRETE PRODUCTS: 8510 BONDING ADMIX / 211 POWDER, PRIMER EP 200, SAND SCREED 03, GUARD PU SB MATT
**The Ned, London, UK | 2017**

**PROJECT INFO:** Comprising of 11 floors, with a total floor area of 29,500 square metres, The Ned contains ten restaurants, 250 bedrooms, a roof-top club which has a pool, gym, spa, haman and late night lounge bar.

**CONTRACTOR:** Ardmore Grout Ltd., London, UK

**LATICRETE PRODUCTS:** PERMACOLOR® SELECT ANYCOLOR™

**SUPERMERCATO PER SEMPRE, Eboli, Italy | June 2019**

**PROJECT INFO:** A customer-facing super market required approximately 1,100 square meters of high-performance and attractive floor coating.

**CONTRACTOR:** CONCETTO CONTINUO SL

**LATICRETE PRODUCTS:** GUARD PA SB, Chips, SINGLE COLOR
Wishing you a season full of love.

FROM LATICRETE EUROPE SRL

ALL LOCATIONS WILL BE CLOSED FROM
MONDAY, 23 DECEMBER 2019

ALL LOCATIONS WILL REOPEN
THURSDAY, 2 JANUARY 2020

ALL LOCATIONS WILL ALSO BE CLOSED ON
MONDAY, 6 JANUARY 2020
AS SCHEDULED NATIONAL HOLIDAY
GETTING SOCIAL WITH LATICRETE EUROPE

Thank you to all our followers for sharing your projects with us!

It’s great to see where our products are being used. Keep on sharing, and maybe your project will end up featured in our newsletter or in a Project Spot-light!

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