



Globally Proven  
Construction Solutions

# LATICRETE Philippines, Inc.

## WORLDBEX 2017

### *“Building A Bolder Perspective”*

Philippines, Manila – LATICRETE® Philippines, Inc. has once again joined the Asia’s Biggest and most attended construction show, the 22nd Philippine World Building and Construction Exposition / WORLDBEX on the 15<sup>th</sup> to 19<sup>th</sup> of March 2017.

LATICRETE Philippines proudly reintroduced the most innovative and economical products that exceed the performance of any other brands available in Philippine market.

Visitors were astonished to see how easy it is doing the grout application demonstrated by LATICRETE Sales and Technical Executives.

The on-site application of the SPARTACOTE® CHIP and SPARTACOTE® METALLIC for our booth flooring during ingress made by Mr. Glenn Prince, International Regional Manager, and the LATICRETE Philippines Technical Team, caught the attention of co-exhibitors as well as other booth contractors. Many were able to observe and understand the actual procedure and appreciated the easy application of SPARTACOTE floor coating system.

This event brought us an opportunity again to meet a lot of Home Owners, Architects, Contractors, Engineers, and other building construction professionals. It was a venue to meet, discuss and answer inquiries about our products to visitors, existing customers, and future trade partners.



Live Product Demonstration of Sales and Technical Team of LATICRETE Philippines



Mr. Glenn Prince and LPI Technical Team doing the SPARTACOTE® floor Coating



LATICRETE Philippines, Inc. 36sq. m Booth on Worldbex 2017



LATICRETE Philippines Team with Glenn Prince and Simone Meadow



The WORLDBEX 2017 Venue: WORLDTRADE CENTER METRO MANILA



Winners of the LATICRETE (Ph) #Hashtag game.

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