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LATICRETE President and Chief Operating Officer Receives 2017 Cesery Award

Tile Contractors' Association of America honors Edward Metcalf with the industry's highest distinction

August 28, 2017, Bethany, Conn. -- LATICRETE President and Chief Operating Officer Edward Metcalf has been named the 2017 recipient of the Carl V. Cesery Award presented by Tile Contractors' Association of America. Since 1963, the Cesery Award has honored those who have served the ceramic tile and stone industry with distinction and is regarded as the industry's highest award.



"Throughout his career, Ed has served in numerous leadership positions among tile associations. His continuous efforts have been instrumental in advancing the industry. LATICRETE is proud to call him one of our own," said David Rothberg, Chairman and CEO of LATICRETE.

As President and COO North American Division, Metcalf is responsible for Sales, Marketing, Product Management and Technical Services at LATICRETE International, a world leader in tile and stone installation systems. Metcalf has been with LATICRETE since 1985 when he started as a Technical Representative (Southern California) and has held the roles of Region Manager, National Sales Manager,

Globally Proven Construction Solutions

Director of Sales, and Vice President Sales and Marketing. He has served in numerous industry leadership positions, including the Board of Directors of the Ceramic Tile Distributor Association, National Tile Contractors Association and the Ceramic Tile Education Foundation.

The Cesery Award took its name from the late Carl V. Cesery who was regarded as the most dynamic personality to serve the ceramic tile trade during the mid-century, willing to do whatever it took to be a successful tile contractor and organizational leader.

Metcalf will be recognized at a Gala Industry Dinner on Tuesday, November 7, as part of this year's Total Solutions Plus conference in Washington, DC. He is the second member of LATICRETE leadership to be recognized with the Cesery Award, following LATICRETE founder Henry M. Rothberg who received the award in 1997.

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About LATICRETE

LATICRETE is a leading manufacturer of globally proven construction solutions for the building industry. LATICRETE offers a broad range of products and systems covering tile & stone installation and care, masonry installation and care, resinous and decorative floor finishes, concrete construction chemicals, and concrete restoration and care including the LATICRETE® SUPERCAP® System. For 60 years, LATICRETE has been committed to research and development of innovative installation products, building a reputation for superior quality, performance and customer service. LATICRETE methods, materials, and technology have been field and laboratory proven by Architects, Engineers, Contractors and Owners. Offering an array of low VOC and sustainable products, LATICRETE products contribute to LEED certification, exceed commercial/residential VOC building requirements, and are backed by the most comprehensive warranties in the industry. For more information, visit laticrete.com.

