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LATICRETE Acquires International Licensees, Accelerating Growth in Regional Market Shares
Acquisitions to increase product availability in Scandinavian, European and Central American regions

July 25, 2017, Bethany, Conn. -- LATICRETE, a leading manufacturer of globally proven construction solutions for the building industry, has acquired global licensees LATICRETE Costa Rica, LATICRETE Norway and LATICRETE Italia to further accelerate growth in the Scandinavian, European and Central American regions.

"Our global reach allows us to be a local company in every community we serve," said President and COO of the LATICRETE International Division, Erno Di Brujin. "These acquisitions are part of our long-term strategic plans for continued international expansion through the introduction of new products and business support."

A licensee since 1989, LATICRETE Costa Rica has established a strong market share in the Central American region and will be renamed LATICRETE Centro America to better reflect its active presence within all Central American countries. LATICRETE Centro America will oversee the regional offices, a training center and a plant in San José, Puerto Rico, the sales office and warehouse in Panama City,

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Panama, and the plant and sales office in Tegucigalpa, Honduras.

LATICRETE Italia has been a licensee in Italy since 2003 and will be integrated into the existing subsidiary in Italy: LATICRETE Europe. LATICRETE Norway, a licensee for the past 25 years, will receive increased support and alignment of processes and procedures.

Moving forward into 2018, the LATICRETE International division will seek additional acquisitions across the globe.

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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.

