



Media Contact:
Alexandra Ruffo, (214) 329-9191
alexandra@coopersmithagency.com

LATICRETE Celebrates 70,000-Square Foot Grand Prairie Plant Expansion
The newly-expanded plant is the company's second largest manufacturing and distribution plant in the United States

June 14, 2017, Bethany, Conn. -- LATICRETE, a leading manufacturer of globally proven construction solutions for the building industry, has completed a 70,000-square foot (6,503-square meter) plant expansion in Grand Prairie -- nearly doubling the existing 100,000-square foot (9,290-square meter) facility, making it the company's largest manufacturing and distribution center outside of the LATICRETE headquarters in Bethany. It will serve as a national distribution hub for the company and will deliver Texas-region LATICRETE customers with high-volume items and other specialty products. With operations in more than 100 countries, the Grand Prairie manufacturing plant is one of eight in the United States and 21 worldwide.

"Our investment in Texas, driven by rapidly increasing demand, will positively impact the local community, provide a better work environment for our team and allow us to provide even higher service levels to our clients across the region," Ed Metcalf, LATICRETE President and COO, North America. "We look forward to the next phase of our expansion here which will include new manufacturing lines, a world class technical training center and expanded facilities for our sales and customer service functions."

Globally Proven Construction Solutions

At an all-day celebration and ribbon cutting ceremony, District 1 City Council Member Jorja Clemson representing Mayor Ron Jensen and the City Council, spoke at the ceremony in support of the company's contributions to the region's pro-business environment. Additionally, Greg Cashman of the Grand Prairie Chamber of Commerce presented LATICRETE with a membership plaque on behalf of the Board of Directors and committee members in attendance. District Director Murphy Simpson presented a certificate on behalf of State Representative Jonathan Stickland.

"We began as, and remain, a family business," said LATICRETE co-owner and Senior Vice President of Training Henry B. Rothberg who spoke at the event on behalf of the company. "This celebration was not only about our business development and expansion into new markets, but our growing family in Texas. We were honored to have so many esteemed guests commemorate with us."

###

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.

