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LATICRETE Named One of Connecticut's Top Family-Owned Businesses

Hartford Business Journal recognizes LATICRETE for its exceptional business practices at its Family Business Awards

October 24, 2017, Bethany, Conn. -- LATICRETE, a leading manufacturer of globally proven construction solutions for the building industry, has been honored by *Hartford Business Journal* at its 2017 Family Business Awards, which recognize outstanding achievements in family-owned businesses across the Northeastern region.



From left to right: David Kramer, Senior Director Information Technology, Ed Metcalf, President North America & COO, Rebecca Rothberg, Sales Promotion Associate, Matt Carli, Manager Business Development, Erik Maandi, Vice President R&D and James Bouldin, Vice President Operations

Globally Proven Construction Solutions

“This award pays tribute to my parents, Dr. Henry M. Rothberg and Lillian Rosenstock Rothberg, and the company they took from a basement invention to a global powerhouse,” said David Rothberg, Chairman and CEO of LATICRETE. “We’re proud to have three generations - including four of their grandchildren - carrying on their legacy and values around the world.”

The award was accepted on behalf of the family by Rebecca Rothberg, granddaughter to Henry Rothberg, who supports marketing strategies in sales promotions for the company.

In 1956, Dr. Henry M. Rothberg, revolutionized the tile and stone industry when he developed the first commercially accepted latex modified adhesive, thus changing the way building had been done for almost 1,000 years. Dr. Rothberg’s research and development not only ignited LATICRETE as a trailblazing innovator within the tile and flooring industry, but set the standard for all modern tile and stone adhesives used today.

“When I was a young boy, we moved from South Carolina to Connecticut to live in my aunt’s basement. My dad did not have a job at the time, but he did have an idea for a business,” said David Rothberg. “Our tactics have shifted, but our strategy to produce safe, green, easier to install permanent installation systems has never wavered. As a family- and privately-owned business, LATICRETE continues to honor the legacy and values my parents instilled from the beginning. This has allowed LATICRETE to focus not only on the next quarter, but the next generation.”

To be named a winner, a panel of independent judges evaluated LATICRETE based on overall company mission, community involvement, rate of innovation and business achievements over the past 12 months.



Significant achievements that received notoriety included the launch of the industry's first high-strength, chemical-resistant epoxy adhesive for installing stone and tile and the opening of a new 70,000-square-foot in Grand Prairie, Texas — 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. The acquisition of global licensees LATICRETE Costa Rica, LATICRETE Norway and LATICRETE Italia are additional hallmarks of the company's growth and allow LATICRETE to function as a local company in every community served.

"The LATICRETE family extends beyond the Rothberg name to our customers, employees and partners, and continues to be a vehicle whereby people around the world can achieve personal and professional success," added David Rothberg. "That's really a testament to sound family values. You wouldn't ask your son or daughter to work for a company that you didn't truly believe in."

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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.

