



SUPERCAP[®]
The Next Generation Slab[®]

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Clint Schramm Joins LATICRETE[®] SUPERCAP[®] as the Director of Marketing

Schramm to develop and manage innovative marketing services on local, national and international levels

May 9, 2017, Bethany, Conn. -- LATICRETE[®] SUPERCAP[®], a leading manufacturer of premium self-leveling underlayment products delivered through its patented pump truck technology, has hired Clint Schramm as the Director of Marketing. In his new role, Schramm will work closely with the LATICRETE marketing team to grow the SUPERCAP brand and business via direct development and management of creative marketing services on local, national and international levels.



“Clint has over 30 years of experience and relationships in the commercial flooring industry and is perfect to help communicate the unique advantages the SUPERCAP system has to offer. He’s got the marketing savvy to differentiate this innovative system and show the industry why they’ll never go back to traditional methods of buying and installing self-leveling underlayment. He will be a tremendous asset for LATICRETE,” said SUPERCAP President Douglas Metchick.

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About LATICRETE SUPERCAP

LATICRETE SUPERCAP, LLC is a leading manufacturer of premium self-leveling underlayment products delivered through its patented pump truck technology. The LATICRETE SUPERCAP System is a proven cost effective method for finishing new concrete or capping existing slabs, delivering flat, dry floors. The benefits are convenient service, consistent quality, increased jobsite safety, OSHA silica dust compliance and unmatched volume. All of these benefits combine to produce better outcomes and faster build-outs leading to significant time-savings on the project schedule. For more information, visit the corporate website: www.laticretesupercap.com.