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LATICRETE Expands Canadian Reach with New Dedicated In-Country Business Operations

Initiative strengthens the company's presence for future growth in the region

June 1, 2018, Bethany, Conn. -- LATICRETE, a leading manufacturer of globally-proven construction solutions for the building industry, is expanding its footprint in Canada with a dedicated in-country business operation, including a new office in the town of Tecumseh in the Windsor-Essex region of Ontario. The new business effort strengthens the company's Canadian presence and provides a base to immediately grow the sales force in the region.

"Canada consistently ranks in the world's top 10 largest construction markets, making it a prime area for growth," said Stephen Butkovich, who will lead the business effort as the Director of LATICRETE Canada. "Over the years, we have seen carryover between the U.S. and Canada with many skilled workers attending American trade shows. This new presence is a prime opportunity to combine the knowledge of those workers and be able to better assist our Canadian customers with easier access to our team and our products."

Prior to his new role, Stephen Butkovich served as a Regional Sales Manager overseeing business channels of LATICRETE in the Mid-Atlantic and Canada-East regions.

Globally Proven Construction Solutions

“We are excited to welcome LATICRETE to Tecumseh,” said Tecumseh Mayor Gary McNamara. “I have always said Tecumseh is a great location with excellent proximity to North American markets. We are pleased LATICRETE has chosen our town to open their business and look forward to supporting their future growth in the region.”

The WindsorEssex Economic Development Corporation assisted LATICRETE with scouting locations, matching benefits and provided the necessary macroeconomic data to determine the proper location for the business effort.

“It’s been our pleasure working with LATICRETE, and this announcement today certainly enhances our collective efforts in diversifying our economy,” said Stephen MacKenzie, CEO, WindsorEssex Economic Development Corporation.

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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.

