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LATICRETE Honors Employees with First-Ever “Heart of LATICRETE” Award

The peer-nominated award recognizes employees who strongly demonstrate living the LATICRETE values

January 8, 2018, Bethany, Conn. -- LATICRETE, a leading manufacturer of globally proven construction solutions for the building industry, has created the “Heart of LATICRETE” Award to recognize employees who make a difference in the lives of those inside and outside of the company. Chairman and CEO David A. Rothberg has been named the first-ever recipient in honor of his tireless dedication to ensuring that the company values survive the generational transition of ownership. He has worked to not only preserve the legacy begun by LATICRETE founders, Dr. Henry M. Rothberg and Lillian Rosenstock Rothberg, but to also nurture their firm roots in its current culture. In commemoration, the award was renamed The David A. Rothberg Heart of LATICRETE Award, which will be presented annually to an employee nominated by his or her peers.

"David's generosity is not as widely known within the company as it should be, as David has never deliberately drawn attention to his works. Projects he has supported run the gamut from direct personal assistance to people in need, to public arts, to educational achievement to assisting in the completion of construction projects of all scales. He has contributed his time and resources to countless good deeds over

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the years and his vision and practices have become embedded in our values," said Edward Metcalf, LATICRETE North America President and Chief Operating Officer.



LATICRETE Chairman and CEO David A. Rothberg with Edward Metcalf, North America President & COO

The first David A. Rothberg Heart of LATICRETE Award was given to Troy R. Wicks, Regional Sales Manager, SPD, for his significant disaster recovery volunteer work over the past 15 years, including installing LATICRETE® products in 3rd world countries and participating in 45 projects at schools, feeding centers, housing, libraries, churches and hospitals in 18 countries across five continents.



Troy R. Wicks, Regional Sales Manager, SPD with Edward Metcalf, North America President & COO

"Troy has made a difference in the lives of thousands of people of all ages in many disadvantaged communities around the globe. In literally dozens of countries he has helped to build hospitals, schools, community centers, libraries and other public assets. On many of these projects Troy has brought his expertise to task by installing durable and low-maintenance floors with LATICRETE SPARTACOTE® and other LATICRETE products," said Metcalf. "Both David and Troy represent the best of LATICRETE and the values that stand behind our company name. We are honored to serve with them as team members and to celebrate the recognition of their good works."

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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.

