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LATICRETE Recognizes Strong Sales Force with President's Cup Award

Award honors team members with the highest percentage increase in sales volume and base sales volume

January 22, 2018, Bethany, Conn. -- LATICRETE, a leading manufacturer of globally proven construction solutions for the building industry, has honored employees Lori Carriello, Phil Canto, Adam Marks and Adam Shutt with the President's Cup Award in recognition of their exemplary sales efforts throughout 2017. Each of the valued team members generated the highest percentage increase in sales volume and base sales volume for 2017.



From left to right: Adam Shutt, Technical Sales Representative, Lori Carriello, Associate Director, SAG, Phil Canto, Technical Sales Representative, Adam Marks, Technical Sales Representative, and Edward Metcalf, North America President and Chief Operating Officer

"The LATICRETE President's Cup is our highest-level award in recognition of excellence amongst our sales team," said Edward Metcalf, LATICRETE North America President and Chief Operating Officer. "We

Globally Proven Construction Solutions

are proud to recognize these team members for their hard work and dedication to serving our customers. The results required to qualify for this award cannot be achieved without effective planning, persistence, successful execution and a continuous focus on customer satisfaction."

Carriello is an Associate Director of the Strategic Account Group. Shutt, Canto and Marks are Technical Sales Representatives.

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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.

