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**LATICRETE EXPANDS RESINOUS FLOORING LINE IN BRAZIL WITH ACQUISITION OF
SOLEPOXY®**

Strategic Acquisition Provides Access to New Products and Technologies

March 20, 2018, Bethany, Conn. -- LATICRETE, a leading manufacturer of globally proven construction solutions for the building industry, has acquired Solepoxy Ltda., a Brazilian producer of high quality resinous floor coatings, including epoxy, urethane, polyaspartic and epoxy terrazzo. The company will now operate under the name LATICRETE® SOLEPOXY®.

“This acquisition is an important part of our strategic plan to become a full line supplier in the flooring industry worldwide,” said Erno de Bruijn, President & COO, LATICRETE International Division. “The technology, experience and reputation that SOLEPOXY brings us in the area of resinous floor coatings will be leveraged in all our other international business units outside Brazil. It also brings us back into the Brazilian market itself, where the LATICRETE brand had been present for more than 20 years.”

The general management of the company will continue under the direction of Alexis Fonteyne, Founder of SOLEPOXY.

“The union with LATICRETE is strategic for both companies. We share the same values and culture, and that is very important to me. The synergy between the two organizations will generate significant gains of competence and competitiveness in the coming years,” said Fonteyne.

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Globally Proven Construction Solutions

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.

