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Third-Generation Rothberg Takes LATICRETE Flag Deep into the Amazon
River in the Colombian Amazon rainforest dubbed 'Caño LATICRETE'

November 19, 2019, Bethany, Conn. -- LATICRETE, a leading manufacturer of globally proven construction solutions for the building industry, sponsored a wilderness expedition into the mountainous region of the Colombian Amazon known as Chiribiquete. Daniel Rothberg, Regional Manager of Flooring in Latin America proudly represented the company as he and his crew, which consisted of two American rock climbers, one American kayaker, one Polish explorer, one Colombian naturalist professor and three local indigenous Colombians, voyaged along a river dubbed 'Caño LATICRETE'. The group's goal was to go upriver in a motorboat as far as possible and then climb up and across the mountains scouting for unknown cave paintings rumored to be in the area before finally descending downriver in portable rafts.

"As a global company, we believe learning the culture of communities far and wide allows our teams to have a better understanding of the wide scope of ways we can provide unmatched support," said Rothberg. "Our group had an incredibly successful trip getting to experience one of the last unexplored places on earth. With the help of local guides, we learned about the history and culture of the Chiribiquete and discovered scientifically significant archaeological sites.

Discovering multiple layers of paintings on a mountainside depicting figures hunting and dancing, animals, trees, handprints, and spectacularly, an almost life-size jaguar complete with spots, Daniel and his crew had succeeded

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in their mission. Together, they uncovered a trove of valuable ancient rock art informing the scant record of prehistory in the Amazon.

LATICRETE supports the community in a variety of ways every year, including sponsoring workers alongside former President Jimmy Carter on a Habitat for Humanity project, funding a girls school in Ghana, sponsoring Earth Day celebrations and funding a five-year Yale Medical School surgical mission to Uganda.

“The underlying goal of corporate citizenship at LATICRETE remains clear: create a better world in which to do business and a better world in which to live,” said David Rothberg, Chairman and CEO of LATICRETE.

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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 SUPERCAP® System. For over 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.

