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**LATICRETE Presents Four Employees with Producer's Award for Exceptional Sales Growth**  
*Award honors sales team members who achieve the highest dollar increase in any territory*

January 29, 2020, Bethany, Conn. -- LATICRETE, a leading manufacturer of globally proven construction solutions for the building industry, has honored team members Adrian Rivera, Daniel Perez, Peter McKeon and Jay Owens with the Producer's Award.



From left to right: LATICRETE Regional Director Rob Smith, LATICRETE Senior Technical Service Representative Daniel Perez and LATICRETE Senior Technical Service Representative Adrian Rivera

“Our biggest asset is our people, and Adrian, Daniel, Peter and Jay have all earned this award for their hard work and dedication,” said Edward Metcalf, LATICRETE North America President and Chief Operating Officer. “Our sales teams are the driving force behind our company’s growth. We count on them to provide

**Globally Proven Construction Solutions**

our customers with targeted expert guidance as well as strategies for the growth and success of their businesses.”



From left to right: LATICRETE Regional Director Rob Smith and LATICRETE Regional Sales Manager Peter McKeon

This award is given out annually at the North American Team Meeting (NATM) to LATICRETE salespeople who achieve the highest dollar increase in their respective territories or regions. Each of the award winners receives an \$8,000 cash prize and is recognized companywide.

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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](http://laticrete.com).

