



**Media Contact:**

Alli Smith, (214) 329-4477  
[alli@coopersmithagency.com](mailto:alli@coopersmithagency.com)

**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 29, 2020, Bethany, Conn. -- LATICRETE, a leading manufacturer of globally proven construction solutions for the building industry, has honored employees Adrian Rivera and Daniel Perez, Senior Technical Services Representatives for LATICRETE, with the President's Cup Award in recognition of their exemplary sales efforts throughout 2019.



From left to right: LATICRETE Senior Technical Service Representative Daniel Perez, North America President and Chief Operating Officer Ed Metcalf and LATICRETE Senior Technical Service Representative Adrian Rivera

**Globally Proven Construction Solutions**

Each year, LATICRETE hosts a North American Team Meeting (NATM) to celebrate LATICRETE employees by reflecting back on the successes of the past year and gear up for the new year ahead. In addition to the meeting, a handful of employees are recognized for their hard work and dedication. The most prestigious of the awards is the President's Cup, which recognizes two individuals who generated the highest percentage increase in sales volume and base sales volume for 2019. In addition to the award, the winners receive an \$8,000 to \$10,000 cash prize.

"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. "Adrian and Daniel are persistent, focused and intelligent individuals who drive our firm's success on a daily basis. We are proud to recognize their determination and success in serving LATICRETE customers."

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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).

