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LATICRETE Appoints Dahra Granovsky to Board of Directors

Seasoned manufacturing executive brings more than a decade of family-owned industrial business experience to LATICRETE leadership

December 20, 2021, Bethany, Conn. -- [LATICRETE](#), a leading manufacturer of globally proven construction solutions for the building industry, has elected Dahra Granovsky as the newest member to their Board of Directors. As a family-owned business, LATICRETE is unique in having an independent fiduciary Board. Granovsky, President of BA Folding Box Company, joins LATICRETE with more than 15 years of experience in managing a large family-owned manufacturing business. In her new role, Granovsky will enhance the lives of LATICRETE customers and employees by leveraging her extensive expertise in sustainability and management.

"Dahra joins LATICRETE as we celebrate our 65th year as a professionally managed, family-owned enterprise. The Board's role will continue to focus on keeping LATICRETE true to our founder's values of trust, integrity, innovation, passion and customer centricity, while continuing our global expansion. I feel blessed to have Dahra helping us on this journey," said David A. Rothberg, LATICRETE Chairman.

Granovsky currently serves on the Board of Directors of Intertape Polymer Group Inc. (TSX:ITP), Hammond Power Solutions (TSX:HPS) Velan Inc. (TSX:VLN), Atlantic Packaging Products Limited and is the CEO of BA Folding Cartons, a folding carton packaging company. In addition, Granovsky formerly held the role of President of Atlantic Packaging Products, a manufacturer of corrugated packaging with integrated paper mills and recycling services.

Globally Proven Construction Solutions

"With her impressive board and family business background, Dahra will be a strong asset to our Board of Directors, and a great support to the LATICRETE team and third generation family member owner-operators. I look forward to benefiting personally from her guidance and from the positive impact she will have on our business, sustainability efforts and people," added Patrick Millot, CEO of LATICRETE.

Granovsky holds a master's degree from the University of Hartford in International Finance, and a bachelor's degree from the University of Toronto. Granovsky currently resides in Toronto with her husband Richard Allen and their three sons.

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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 65 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.

