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LATICRETE Commemorates 65 Years of Innovating Globally Proven Solutions for the Building Industry at Total Solutions Plus 2021

Leading manufacturer celebrates the company's history of customer-centricity and innovation with its ProjectSafety™ initiative to provide easy access to worker safety education of best installation practices

November 29, 2021, Bethany, Conn. -- For the 12th annual Total Solutions Plus conference by the National Tile Contractors Association, [LATICRETE](#), a leading manufacturer of globally proven construction solutions for the building industry, gave attendees a first-hand look at products from two of the company's core business channels, and the ProjectSafety™ initiative, which is a company-wide awareness effort that provides easy access to worker safety education and alternative installation techniques to help lower the staggering injury and ailment statistics associated within the construction industry. In light of 65 years of commitment to research and development of innovative construction solutions, LATICRETE also participated as a Titanium sponsor where the company hosted a 65th Anniversary evening event that celebrated the company's loyal clientele and a dedicated customer-only breakfast, which featured an industry outlook for 2022, extensive details on ProjectSafety and gave an exclusive sneak peek of the new products being released in 2022.

"With Total Solutions Plus bringing the tile industry together this year, we knew this would be the best place to share our significant product and service advancements and reflect on the past 65 years of retaining our core values that enabled LATICRETE to grow into a global leader in construction materials," said Sean Boyle, LATICRETE Senior Vice President, Marketing & Channel Management - North America. "It was a pleasure to be

Globally Proven Construction Solutions

among professionals and customers within the ceramic tile industry and gain a multitude of key insights into how we can further drive the industry forward together.”

Building on the work of founders Dr. Henry M Rothberg and Lillian Rosenstock Rothberg, David A. Rothberg, Chairman and former CEO of LATICRETE, Patrick Millot, CEO and Ron Nash, President of LATICRETE North America, spoke at the customer appreciation event about the continuity of the company’s culture, values, customer centricity and globalization efforts that have been instilled throughout all business endeavors since 1956. To further commemorate the success of the family-owned company, the third-generation Rothbergs were also in attendance.

During the tabletop networking event, LATICRETE highlighted ProjectSafety™ and recent product innovations such as HYDRO BARRIER™ Plus and HYDRO BAN® XP waterproofing and crack isolation membranes as well as two high-performance self-leveling underlayments, NXT® Level Plus and NXT Level Flow. All products exhibited were launched this year and are available for purchase. LATICRETE was also a key presenter in a technical breakout session where attendees learned how to use social media to differentiate a business.

This year’s Total Solutions Plus conference was lead by a collaborative effort from the largest tile and stone associations in the industry and took place from Oct. 24 through Oct. 26, 2021, in Jacksonville, Florida.

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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.

