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Thursday, December 16, 2004

Edward Metcalf
Laticrete International
1 Laticrete Park North
Bethany, CT 06525

**Architectural Record
2004 Annual Products Report**

Dear Edward,

Congratulations on being selected as one of the Best Products of 2004! I have attached a copy of your product as it appeared in our Annual Products Report in the December issue of Architectural Record.

Once a year, Architectural Record gathers a passionate and knowledgeable jury representing our readers - architects, designers and product experts - to choose the most outstanding products of the year from submissions, images and samples. Products are chosen for aesthetics, sustainability, durability, ease of maintenance, and a range of other qualities that push them a step beyond the standard.

I am confident you will be pleased with the quality and quantity of leads you receive as a result of this release.

Please do not hesitate to contact me if you have any questions or if you feel I can be of any assistance to you.

Sincerely yours,

A handwritten signature in blue ink that reads "Janet M. Kennedy". The signature is fluid and cursive.

Janet M. Kennedy
Account Manager

Encl.

Finishes

Tile • Wall coverings • Carpet tile • Resilient flooring • Indoor/outdoor carpet • Tile-setting materials & accessories • Special wall surfaces

Brooklyn in the house

DesignTex's new collection of products designed by the Brooklyn, New York, design studio twentytwo includes nine wall-covering patterns (several shown here); three upholstery patterns; and three drapery patterns for hospitality, corporate, or residential applications. DesignTex, New York City. www.dtex.com

CIRCLE 260

Snapshot tiles

Using a patent-pending Photo-Cast process, Photo-Form can create bas-relief tiles from any type of two-dimensional image. Ceramic tiles or gypsum-based polymer tiles with a metallic finish are available for wall-mounted applications. Photo-Form, Scottsdale, Ariz.

www.photo-form.com CIRCLE 261

Send a strong message

The Pause wall-covering pattern is composed of oversize commas and periods that refer to the digital stream of electronic transmissions, including e-mails, chat rooms, and instant messaging. The large-scale vinyl wall covering comes in orange, gray, and blue. KnollTextiles, New York City. www.knolltextiles.com

CIRCLE 262

Fabric-inspired glass tile

Quilt-glass tile, designed by Erin Adams, features a retro geometric look for residential or commercial interiors. Available in 36 color options, the handcrafted tile is created using fused glass in a design that resembles a quilted fabric. Ann Sacks, Portland, Ore. www.annsacks.com

CIRCLE 263

Designing with fire

When thick terra-cotta pieces are fired, oxygen does not reach the center, leaving the natural gray of the original clay in that area. Vertically cut, the tile features a gray surface and terra-cotta-colored striping on its edges. Named Terra Serena, this listello is designed for finishing and decorative applications in outdoor or indoor areas. EX: Inc., New York City. www.exinc.org CIRCLE 264

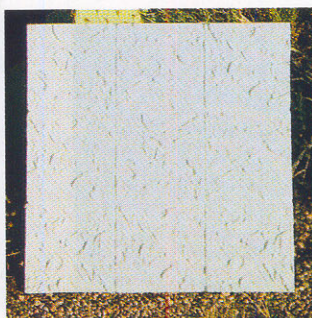
Stain-fighting grout

Laticrete SpectraLock Grout with Microban locks in color and inhibits the growth of stain-causing bacteria, mold, and mildew. Laticrete, Bethany, Conn. www.laticrete.com CIRCLE 265

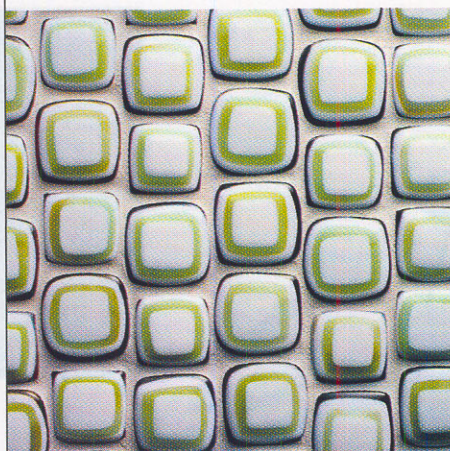


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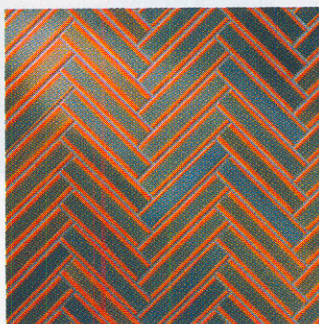


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