

# What's New?

## Press Releases and Newsletters

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### MINTIE PROMOTED TO TECHNICAL SERVICES MANAGER

Arthur Mintie, previous Technical Services Supervisor of LATICRETE International, Inc., was recently promoted to the position of Technical Services Manager.

As Technical Services Manager, Mintie will be responsible for supervising and scheduling the daily operations of the LATICRETE Technical Services Department as well as overseeing support programs such as the LATICRETE [Profit Through Knowledge](#) training programs which are run nationwide and around the world. In addition, he will provide technical service to architects, contractors and distributors in advising the proper selection of materials and installation procedures for specific applications.

Mintie's responsibilities now also include the review and preparation of technical documents, architectural details and specifications in recommending the proper materials selection for applications. His writing skills are also utilized in his new position composing technical service articles and tips in monthly newsletters and industry articles.

"Art Mintie is the heart and soul of our Technical Services Department," said Ed Metcalf, LATICRETE SVP Sales and Marketing. "His leadership capabilities, technical knowledge, expertise in real-world applications and exceptional people skills match perfectly to the requirements of this demanding position." Mintie stated: "My goal is to ensure that the LATICRETE Technical Services Department will provide timely and accurate technical information to our customers and to the field in general. I will always strive to keep our department the best in the industry."

LATICRETE International, Inc. is the world leader in the manufacture of ceramic tile and stone installation systems. For additional information contact toll free: (800) 243-4788 ext. 235. E-mail: [support@laticrete.com](mailto:support@laticrete.com). On the Internet: [www.laticrete.com](http://www.laticrete.com). LATICRETE® is a registered trademark of LATICRETE International, Inc.