

What's New?

Press Releases and Newsletters

Release Date:

July 2004

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HEDLEY FORTIFIES LATICRETE AS EUROPEAN REGION MANAGER

Alec Hedley, a member of the LATICRETE International, Inc., team was recently relocated to Spain to establish a new office to better serve the company's customers in that region. He is now a Regional Manager for LATICRETE INTERNATIONAL Europe.

Prior to his relocation, he established a Regional Office in Dubai, United Arab Emirates in 1997. Hedley was involved in establishing a network of distributors in the Middle East, powder production in several areas and was also instrumental in establishing the joint venture LATICRETE India Pvt Ltd, in Hyderabad, India in 2000. He was also involved in the negotiations and establishing the new joint venture in the United Arab Emirates, LATICRETE-RAK during the early part of 2003.

Hedley has an extensive career in the tile industry. In 1980, he established a regional office in Dubai for H & R Johnson Tiles, the largest manufacturer of ceramic tiles in the United Kingdom.

Hedley's diligence made it easier for customers to have access to LATICRETE products and provide customers with an easily obtainable source of technical information. This change makes it possible for the company's products to be used in numerous prestige projects.

"The main focus of this new challenging position is to enlarge Laticrete's network of distributors in the Region," said Hedley, "and supply the distributors with a more readily and locally available source of technical support."

The European region covers the majority of European Countries and the Near East. New distributors have recently been appointed in the Balkan States and Russia.

LATICRETE International is a global leader in the manufacture of environmentally responsible tile and stone installation systems. Produced and available in major population centers worldwide, the LATICRETE brand is known, respected and trusted for industry leading innovation and superior technical support. Comprehensive LATICRETE and industry information can be found at: www.laticrete.com. For additional information and answers to your unique installation or application questions contact support@laticrete.com or (800) 243-4788 ext 235 (in USA), or (203) 393-0010, ext 235 (outside USA). LATICRETE® is a registered trademark of LATICRETE International, Inc.