



LATICRETE INTERNATIONAL, INC
1 LATICRETE PARK NORTH
BETHANY, CT 06524-3423 USA
www.laticrete.com

©2005 LATICRETE INTERNATIONAL, INC.
LATICRETE, LATAPOXY and the logo
are Registered Trademarks of LATICRETE
International, Inc.

For Immediate Release
Contact: Ron Treister or Eric Carson
207-828-8050
epc@communicatorsintl.com
rlt@communicatorsintl.com

LATICRETE System installed on all seven continents



For immediate release – LATICRETE International, Inc., a global leader in the manufacturing and marketing of innovative systems for the installation of ceramic tile and stone, recently completed an installation at Palmer Station in Antarctica, representing the seventh and final continent in the world where LATICRETE system materials have been utilized.

LATICRETE chairman and CEO David Rothberg raised the LATICRETE flag at Palmer Station, named after Nathaniel B. Palmer, widely considered the first American to view Antarctica. Palmer Station remains the only US Station north of the Antarctic Circle, and LATICRETE® SpectraLOCK™ PRO Grout, a revolutionary grout with unmatched durability and stain resistance, was installed on a building prefabricated in the United States and shipped to Anvers Island (64.77° S, 64.05° W).

Globally proven for the permanent, problem-free installation of ceramic tile and stone, LATICRETE system materials are manufactured at 16 different international locations and on six continents, and marketed in over 65 countries around the world.

LATICRETE International is a global leader in the manufacturing of tile and stone installation systems, known and trusted for industry leading innovation and expertise. For in-depth technical support and answers to your installation or application questions call toll free: (800) 243-4788 ext 235, or outside the USA: (203) 393-0010, ext 235.800-243-4788 in the USA or (203) 393-0010 from anywhere in the world. E-mail:

support@laticrete.com. Comprehensive LATICRETE and industry information can be found on the web at: www.laticrete.com. LATICRETE® is a registered trademark of LATICRETE International, Inc.