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For Immediate Release
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TEAM LATICRETE Joins Forces with New Haven Habitat for Humanity



For immediate release – LATICRETE International, Inc., a global leader in the manufacturing of innovative systems for the installation of ceramic tile and stone, donated the setting materials and provided a crew of LATICRETE employees for the installation of ceramic tile floors in two New Haven,

Connecticut homes in partnership with Habitat for Humanity on January 27-28.

LATICRETE, with world headquarters in neighboring Bethany, has a rich, 51-year history of supporting civic causes in Connecticut and around the world. For the New Haven build, LATICRETE provided a crew of 12 employees from various departments within the firm, who braved the frigid conditions to install the ceramic tile floors in the kitchen, main entrance and bathrooms of both homes. The LATICRETE team was led by Art Mintie, the firm's director of technical services and an accomplished installer, who oversaw the successful completion of the two-day effort on Rosette Street.

"LATICRETE was thrilled to help out in this worthy cause," said Mintie, who was born in New Haven. "While we manufacture and market our products on a global scale, we are heavily committed to helping the community that has been our home for more than 50 years. In typical LATICRETE fashion, over a dozen employees braved the cold and volunteered their time and labor to support the New Haven chapter of Habitat for Humanity."

LATICRETE installed the floors in both homes with LATICRETE® 254R Platinum Rapid Multipurpose Thin-Set Mortar, and grouted the tile donated by New Haven's Tile America! with LATICRETE® PermaColor Grout.

Since its inception in 1976, Habitat for Humanity International has built and rehabilitated more than 150,000 houses for families in need, becoming a true world leader in addressing the issues of poverty housing

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.