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For Immediate Release
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LATICRETE INNOVATION HITS THE ROAD THE LATICRETE VAN PROGRAM CRUISES AMERICA

For immediate release – LATICRETE International, Inc. recently took the firm’s 50 years of experience in the production of innovative tile and stone installation systems to the highways and byways of America with the introduction of the LATICRETE Van Program. The RV-sized vehicles carry all LATICRETE products and sample boards around the country to visit with distributors, dealers and customers in each region.

Currently, the LATICRETE van program consists of three vans that are touring America. The LATICRETE van program is designed for sales representatives to showcase all LATICRETE products, and each week the vans change drivers and representatives as they tour a host of distributors in each region of the country. Complete with a DVD player and television screen, the vans in the LATICRETE van program offer distributors, dealers and customers the opportunity to watch how-to-demonstrations on installing all LATICRETE setting materials and grout, including LATICRETE SpectraLOCK® PRO™ Grout, the revolutionary new product offered by LATICRETE.

Inside each of the vans, distributors, dealers and customers will find displays of installed tile using LATICRETE products, and receive live demonstrations on how to properly install and display LATICRETE products in their showrooms.

“The LATICRETE van program offers customers the ability to walk right in and see all different types of installations right on the spot,” said Tim Evans, LATICRETE sales representative for Colorado, New Mexico and West Texas. “It’s a portable product knowledge venue. The vans have an awning and we also set up tables outside for live demonstrations. Each region has a schedule, and the vans pass from one sales representative to another.”

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.