

For Immediate Release
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LATICRETE HOSTS CHILDREN

LATICRETE recently hosted a field trip for the Mixed Age Group (MAG) classes from Beecher Road School in Woodbridge, Conn. at its Bethany Headquarters. This was the first time that LATICRETE had hosted this type of event and both learned a great deal from the experience.

“All the employees who participated, and there were at least 25 directly involved, had a lot of fun,” said David A. Rothberg, Chairman of the Board. “They also benefited by being forced to reduce their department’s message into simple 4th grade language. This is a good exercise for all of us in business - to eliminate the techno babble and buzz words, and put the message into plain simple English.”

The theme of the day was Energy and Energy Transformation as the group toured the mostly shut down production facilities. A few machines were left operating so that the children could see different types of energy in use, such as electric, hydraulic, eye-beam, etc. The students particularly enjoyed the robot in the factory.

The MAG group consists of children in grades 1-4. The children stay with the same classmates and teachers for four years and the older students help the younger ones. The students were accompanied by their teachers, parent chaperones and LATICRETE employees, who served as guides as they navigated through the building.

The students also learned the different aspects of running an international business like LATICRETE.

Dan Lu, Vice President, Special Projects, and Lisa Ciccomascolo, Administrative Assistant, explained the company’s international market with a Powerpoint presentation and had employees who speak another language speak in their native tongue. Those employees were Martha Cerlon, Director International Sales, who spoke Portuguese and Spanish, Andrew Szczepaniak, Senior Research Chemist, who spoke Polish and Pat Devadoss, a consultant to the company, who spoke Hindi. After showing them photographs of many impressive projects

that LATICRETE has been involved with, the hit of the presentation was a McDonald's in Costa Rica.

Kathleen Scranton, Director of Creative Services, hosted them in the Marketing department and showed them SpectraLOCK glow-in-the-dark with the "shadow box" created for use at trade shows. She also explained packaging and labeling.

Mitch Hawkins, Technical Services Training Supervisor, told them about the company's adhesives and had them try to pull down a stone that had been adhered to the wall with LATAPOXY 310. The students had been instructed to bring "lucky stones" with them and LATICRETE provided a tile with their name on it. Hawkins then put LATAPOXY 310 Rapidset on the tile and they stuck their rocks to the tiles. They took these "souvenirs" home with them at the end of the visit.

Steve Fine, Senior Product Development Chemist of North America, demonstrated the Instron machine in the R & D lab. The Instron machine is a universal strength tester, which tests the strength of adhesives by either pulling them or "squishing" them.

"The kids were fabulous, they were well behaved and asked very good questions," Fine said.

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