

## HANEY FORTIFIES LATICRETE

Keith Haney has joined LATICRETE International, Inc., as Western Regional Sales Manager.

As Western Regional Sales Manager, Haney is responsible for setting objectives for Technical Sales Representatives and the Company's network of distributors to increase sales in their assigned markets. More importantly, he will work with the distributors to discover new ways of making the experience for customers easier by bringing them the latest technical information and solving any problems that may arise.

Haney first joined the tile industry in 1986 and worked within the tile, stone and construction markets in a variety of positions from customer service manager, plant manager, territory/regional/national sales positions through Director of Sales and VP Sales and President & Owner of HaneyRay & Associates Manufacturers Representatives Agency. The agency worked for and represented top manufacturers of tile & stone related tooling companies as well as chemical manufacture. His experience has allowed for a very diverse background that helps him provide a proven track record of support for customers and their market growth.

"The Western Region represents a considerable growth opportunity for us and I am confident that Keith will prove to be an able captain to lead us to our goals in this market," said Ken Cloud, Director of Sales, North America. "We want to help our customers in the region improve their business any way we can and Keith is the man to do that."

"I am very excited to be joining a company like LATICRETE," said Haney. "I look forward to building a strong relationship with our distributors and strengthening our bond with our customers and helping their businesses to grow."

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](http://www.laticrete.com). For additional information and answers to your unique installation or application questions contact [support@laticrete.com](mailto: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.

