

What's New?

Press Releases and Newsletters

Release Date:

June 2004

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LATICRETE FORTIFIES LEADERSHIP

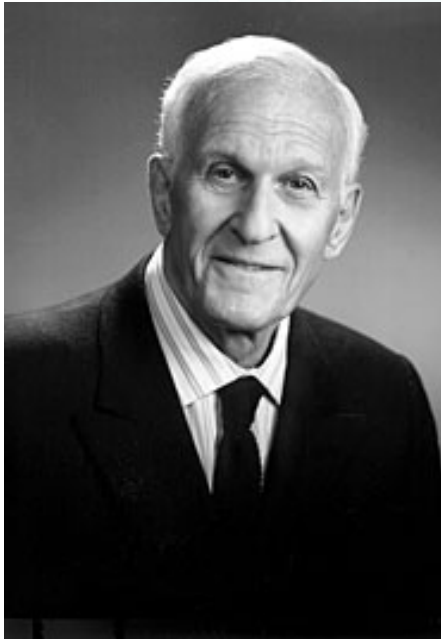
While the tile, distribution and adhesives businesses are roiled by mergers, sales and takeovers, LATICRETE remains a sea of tranquility for their partners worldwide.

This 48-year-old manufacturer of high-strength installation systems for tile and stone has recently made a planned, smooth transition in top management. Founder and Former Chairman, Dr. Henry M. Rothberg, has moved to Chairman - Emeritus (non executive). Twenty-six year employee, and son of the founder, David A. Rothberg was elected to Chairman at the recent Board meeting.

"The leadership change means customers have the comfort of continuity in the core values and the continuance of the 'customer first' philosophy of the founder," said David A. Rothberg. "They get the new ideas and fresh blood that insures a continued stream of the money-making innovative services, products, systems and marketing – along with the latest ideas for improving the businesses and lives of LATICRETE's worldwide base of installers, distributors and specifiers."

The company is still family-owned and directed. "For customers this means personal attention, real accountability, commitment to making their lives and businesses richer, focus on long term relationships, unlike public giants of companies run by 'hired guns,'" said Rothberg.

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. For additional information and answers to your unique installation or application questions contact 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.



Henry M. Rothberg



David A. Rothberg