

February 2005

# Stone World

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Restoration, Renovation  
& Expansion  
Report from Latin America



maximum efficiency.

The company, which was started in 1925, has produced over 30 million sinks in three factories worldwide. Annual



turnover for EGO/BLANCO Group reached \$700 million, with 1,600 employees and exports to over 120 countries.

In the past six years, the company has introduced over 80 new stainless steel sink configurations, a collection of hard composite sinks in four colors, 28 new kitchen and bar faucet designs in a variety of specialty finishes, and a

broad selection of custom sink accessories, all designed specifically for the U.S. market.

### New team assembled

ITALY — Laticrete Italia Srl — a division of Laticrete International of Bethany, CT — has put a major new team in place to provide in-depth technical and sales support service, with an aim to better serve the ceramic tile and stone industry in the region.

Alberto Caffarata is the administrator of the Laticrete Italia team. He has extensive experience in the tile industry, having served as the administrator of his family company, an important tile, marble and stone organization since 1980.

Alessandro Croxatto is a partner, and will handle sales and technical issues for the Liguria region. He has worked as a field technical representative and agent for the Liguria region for Laticrete S.p.A. since

1994, and will continue to bring his experience to the team in Italy.

Claudio Roemer is a partner as well, and will also handle sales, marketing and specialized technical matters. He has a tremendous knowledge of the glass mosaic installation business based on in-depth experience with Bisazza, one of the world's oldest producers of glass mosaic tiles.

Sonia Galletti is responsible for marketing and meetings with agents



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and installers.

Daniela Righetti and Alessandro Tarantola are in the Finance and Administration Department.

Enrica Zambelli is the office assistant and has been with the Laticrete team in Italy for more than two years. She also serves in the same position with Laticrete Europe.

Andrea Rossi and Marco Perinetti are both in the Technical Support department, and both have a good deal of experience in the building industry.

"With this new team, we hope to help the Italian customers of Laticrete improve their business through our advanced products, technical support and experience," said Caffarata.

### Meeting customer demands

DEERFIELD BEACH, FL — Mapei Americas now has a plant in San Bernardino, CA, to provide faster service to the company's customers in the Pacific time zone. The 111,000 square-foot building will serve northern and southern California, Nevada, Utah and southern Idaho. The California plant will join Mapei's plant in Phoenix, AZ, in serving Colorado and Wyoming as well. The San Bernardino plant will initially produce powder products for all Mapei product lines, including mortars and grouts for tile, cementitious products for concrete restoration, and cement patching compound for use under vinyl, carpet and wood floor covering. Dr. Giorgio Squinzi, CEO of the worldwide Mapei Group, and Nicholas Di Tempora, President of Mapei Americas, will officially open the plant at a ceremony at the site on January 24, 2005.

### New agreement announced

TUCKER, GA — GranQuartz Stone Care Systems has announced a new distribution agreement with Cimex-USA. Cimex-USA offers a unique line of Diamond Finishing Machines designed specifically for the restoration and maintenance of marble, granite, terrazzo and other stone floors.

GranQuartz sought out these machines for the many unique features



that they bring to the table. Cimex floor machines employ a three-head, counter rotating system, which offers its users many advantages over competing units, the company reports. The Cimex design maintains constant, even pressure which is engineered to result in greater stability, even cuts, less rotational scoring, and less fatigue to the user.

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