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COVERINGS 2005

Bathroom

&
Surfaces

I Saloni

DAVID A. ROTHBERG
LATICRETE INTERNATIONAL



"2005 was an excellent year for Laticrete, especially the final months of the year. This was largely due to a very buoyant residential building market and a strong performance in the hotel sector.

We posted almost 20% growth in the United States and our forecasts are for a repeat of two-figure growth in 2006 as the building segment continues to drive our sector.

Remodelling is especially strong at the present time.

End customers, dealers and installers are showing growing interest in our products.

They want cutting-edge solutions in line with their rising living standards and the growing concept of high-value housing with excellent finishings.

So customers are willing to invest in quality.

One of the most important challenges we are facing is education in the most suitable materials and methods for installing tile.

This is a major task that we must continue to carry out towards dealers, installers and architects.

We are investing enormous human and financial resources in adequately promoting our offerings for these groups of professionals.

We are focusing in particular on bringing educational marketing directly to the dealers, with our Latavan."