WE FOCUS ON WHAT’S IMPORTANT
At LATICRETE, nothing is more important to us than FAMILY. And for us, ‘family’ includes you and your family. Our roots as a family business mean that we think long-term. We do things right, never cut corners, and believe that a bright future depends on the things we do today. Being part of our family means you will never be just a transaction, but a partner supported at every level.

TRUST — CREATE RELATIONSHIPS THAT BIND
In this business, trust means everything. It’s been the cornerstone of our business and will continue to be the foundation we build every relationship on. For more than 60 years, LATICRETE has been earning trust around the corner and around the world.

BUILD BETTER. GROW STRONGER.
TOGETHER.

TOGETHER WE CAN BUILD BETTER BUSINESSES AND IMPROVE THE COMMUNITIES WHERE WE WORK AND LIVE.

WE CREATE GREAT CHEMISTRY.
At LATICRETE, it’s always been about great chemistry. From developing innovative installation technologies to forging unbreakable relationships with our customers, our employees and our communities, it’s a simple but powerful formula. One that helps us accomplish what we set out to do more than 60 years ago, and continue to do today.

“Building something that lasts. That’s the secret to our success, and LATICRETE has always exemplified that.”
— JEREMY VEACH, BPI, MEMPHIS, TN

“LATICRETE provides us with the most reliable products possible. I would highly recommend LATICRETE to any tile contractor.”
— SCOTT CARLSON, CENTURY TILE, LOMBARD, IL

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SUSTAINABILITY – GOOD FOR EVERYONE

Innovating quality products that ensure a better quality of life for future generations just makes sense to us. Our low-VOC products are UL GREENGUARD certified and comply with OSHA and ISO 9001 standards. This means more specifications and more business. And our commitment to total transparency opens doors of new opportunities in the fast-growing green building industry. At LATICRETE, SUSTAINABILITY means continuously improving our products for our community, our world, and for you, our customer.

QUALITY – OUR GOAL AND OBSESSION

Our core business beliefs are more than words. They are the formula we follow that invariably creates superior QUALITY in products and service. We don’t believe it’s possible to follow these guidelines and end up anywhere else.

COMMUNITY – IMPROVE THE PLACE WE LIVE AND WORK

LATICRETE gives back to local communities around the globe. Whether it’s our employees volunteering their time and effort or material and intellectual support for industry trade schools, we get involved to make a difference. The Dr. Henry M. Rothberg scholarship in Chemical Engineering encourages others to pursue his passion and love for chemistry.

EXPERTISE – WORKING FOR YOU, WITH YOU

Our network of highly trained representatives is experienced, focused, and available to help increase sales and profitability. With hands-on training, online education and technical guidance right on the job site, LATICRETE TECHNICAL SUPPORT provides confidence that you and your employees are always working at the leading edge.

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“LATICRETE is part of our company. We rely on LATICRETE for quality, reliability, and performance.”

– PAT ROMPAINE, ROMPAINE SURFACE SOLUTIONS, BRIDGEPORT, CT

“LATICRETE has been doing business with us for over 20 years. We have not found another product that could replace LATICRETE.”

– RICK HUMPHREYS, HUMPHREYS Tile Shop, AUGUSTA, ME

“LATICRETE is part of our family. We have been doing business for over 60 years. We have never done business with anyone else.”

– LUCY WHITING, WHITING TILE, HOMER, MI

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