



*Build better. Grow stronger.*  
**TOGETHER.**



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

## 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.

*"These guys are like family. They're always there for me when I need them."*

– SCOTT CARLSON, CENTURY TILE,  
LOMBARD, IL

## 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.

*"Our longstanding relationship has been built upon a mutual trust, which LATICRETE has always exemplified in growing our businesses together for over 30 years now."*

– JEREMY VEACH, BPI,  
MEMPHIS, TN



## SPECIFICATIONS – SECURING BUSINESS FOR YOU

We build our business by helping you build yours. We invest heavily in creating brand awareness among architects, designers and specifiers. Our extensive library of **CAD**, **BIM** objects and **LEED** tools, supplemented with continuous education efforts, supports our dedicated focus on national accounts.

*"Business growth is a priority for me and LATICRETE has made it that much easier with innovative products, top-notch field support, and their commitment to our business. They are a family company and they have made us part of the family."*

– MARTIN HOWARD, DAVID ALLEN COMPANY,  
RALEIGH, NC



## 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.

*"They give a lot back to the communities they work in and those communities give a lot back to LATICRETE."*

– GREG GAMES, PREMIER TILE & MARBLE,  
GARDENA, CA



## INNOVATION – FUELING GROWTH

More than 60 years ago **LATICRETE** was founded on an innovative idea. That idea – a flexible, lightweight, latex-based alternative to old-fashioned mortar – revolutionized the ceramic tile and stone installation industry. Still a leader in **INNOVATION** today, **LATICRETE** R&D Centers are strategically located around the world. Our engineers, scientists and product developers are always looking for new ways to help you do your job better, faster, and more economically.

*“LATICRETE is always innovating. It makes jobs easier, more productive, and helps business grow faster.”*

– BUCK COLLINS, COLLINS TILE & STONE,  
ALDIE, VA



INNOVATION



## 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.

Built on a tradition of creating and maintaining long-term relationships, our **SALES SUPPORT** is unmatched in the industry. And, as a longstanding industry leader, we're a key part of many industry associations, providing both the guidance and the knowledge that shapes industry standards.

*“LATICRETE education and technical support is top-notch. I count on them to keep us informed on installation techniques and standards—even on the jobsite.”*

–BARRY KEMNA, KEMNA TILE,  
DALLAS, TX

EXPERTISE



## 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.



*"LATICRETE really cares about sustainability and making things safer and cleaner, not only for my customers, but for the environment and us all."*

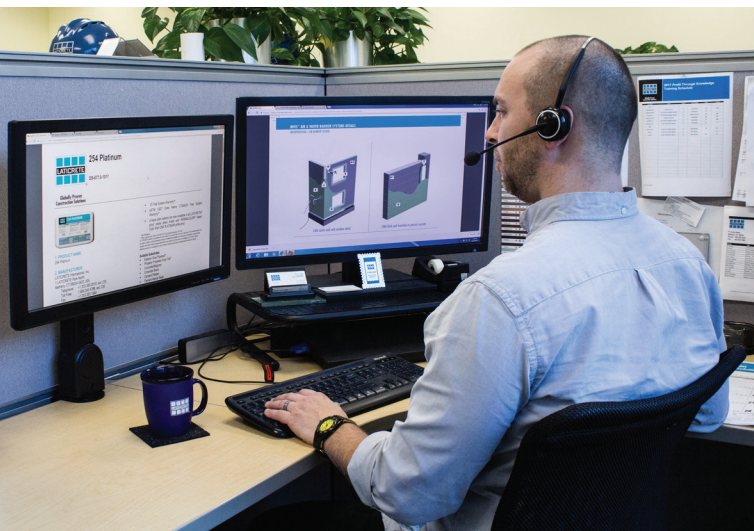
– MIKE VAIL, FLORIDA TILE,  
CHARLOTTE, NC

## 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.

*"They don't just deliver great high-quality products, they also train my guys on how to use them and are always there to answer our questions"*

– DOUG MAYNES, BEST TILE,  
WILLISTON, VT



# CREATING 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.

*Build better. Grow stronger.*  
**TOGETHER.**

