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(Pictured: Owner, Henry B. Rothberg cuts the ceremonial ribbon)

For Immediate Release
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LATICRETE Expands To Meet Texas-sized Demand

For Immediate Release: LATICRETE, a world leader in the manufacturing of innovative systems for the installation of ceramic tile and stone, recently celebrated the completion of an $8 million, 50,000 square foot expansion to its Grand Prairie, Texas, manufacturing and warehousing facility in Dallas County. The new expansion more than doubles the size of the existing operation, resulting in a 90,000 square foot, state-of-the-art manufacturing and fully-automated warehousing facility, necessary to meet increased demand for LATICRETE system materials in the Dallas-Fort Worth Metroplex.

On November 28, LATICRETE co-owner and senior vice president, Henry B. Rothberg, cut the ceremonial ribbon to officially commemorate the expansion and modernization of the environmentally-friendly Grand Prairie, Texas, facility, which was realized without any interruption to LATICRETE customers and valued partners in the Dallas-Forth Worth Metroplex. In addition to Henry B. Rothberg, top LATICRETE officials from world headquarters in Bethany, Connecticut, were on hand for the opening ceremonies and Texas style barbecue that took place on the grounds of the facility. James “J.B.” Bouldin, LATICRETE vice president, operations, Ed Metcalf, LATICRETE president, North America, and Dr. Will Martinez, LATICRETE president, international & executive vice president, traveled to Texas for the grand opening.

For over 50 years, the LATICRETE commitment to research and development has led the world in the manufacturing of innovative systems for the installation of ceramic tile and stone. Equally as impressive has been the LATICRETE commitment to the environment. LATICRETE manufactures safe, non-toxic products in an environmentally friendly manner. LATICRETE was the first ceramic tile and stone installation materials manufacturer to obtain GREENGUARD Certification for an entire product range, and the LATICRETE System can contribute points towards LEED certification for projects within 500 miles of the Grand Prairie, Texas, facility.

In two different categories under "New Construction," the use of LATICRETE system materials will help contribute a point towards the LEED measurement category MR 5.1 (Materials and Resources) for any new construction project where 10 percent of the gross value of the total project utilizes materials extracted, processed or manufactured within 500 miles of the project. When the total gross value of the project meets or exceeds 20 percent and is within 500 miles, an additional point is credited towards LEED certification for the project under the measurement MR 5.2.

Under the criterion EQ 4.1, when GREENGUARD Certified system materials from LATICRETE are used to install ceramic tile or natural stone inside the building, an additional point is awarded towards the LEED certification of the project.

LATICRETE is a global leader in the manufacturing of tile and stone installation systems, known and trusted for industry leading innovation and expertise. For in-depth technical support and answers to your installation or application questions call toll free: (800) 243-4788 ext 235, or outside the USA: (203) 393-0010, ext 235,. E-mail: support@laticrete.com. Comprehensive LATICRETE and industry information can be found on the web at: www.laticrete.com. LATICRETE, LATAPOXY and the LATICRETE logo are registered trademarks of LATICRETE INTERNATIONAL, Inc.