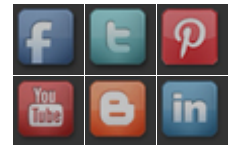




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LATICRETE CONGRATULATES FIVE AWARD WINNERS RECOGNIZED AT COVERINGS 2015

Bethany, CT — LATICRETE, a global manufacturer and leader of premium installation and finishing systems for the building industry, congratulates five award winners that relied on LATICRETE products and support for their prize-winning projects. Each honoree received recognition during Coverings 2015, the largest tile and stone exhibition in North America.

"It is gratifying to know these projects relied on LATICRETE products and the support of our Technical Services team," said Ed Metcalf, president of the LATICRETE North American Division. "The entire LATICRETE family congratulates Mr. Goldberg from Professional Consultants International, Inc. (PROCON), Welch Tile & Marble, Collins Tile and Stone, Artaic and Montage 48/61."

Mr. Richard Goldberg from PROCON received the Coverings CID Grand Prize for Tile for his work on the Hilton Hawaiian Village Rainbow Tower in Honolulu. Mr. Goldberg worked with the LATICRETE Technical Services team to select, design and test the appropriate tile finishes and installation system criteria for this mural installation. The selection and use of LATICRETE systems and materials helped PROCON, JPRA Architects and Hilton achieve an installation system that met the demanding requirements of this iconic project.

LATICRETE MVP **Welch Tile & Marble** of Kent City, Michigan, received the National Tile Contractors Association (NTCA) *Five-Star Grand Prize for Commercial Tile Installation* for the firm's work at Ferris State University. Welch Tile & Marble worked with the LATICRETE Technical Services team to select the right underlayment and tile installation system to achieve flat, durable floors, which carry a 10-Year LATICRETE Systems Warranty.
Globally Proven Construction Solutions

LATICRETE MVP **Collins Tile and Stone** of Aldie, Virginia, received the NTCA *Five-Star Grand Prize for Residential Tile Installation*. The firm's "Modern Tranquility" project used LATICRETE products during the construction of a steam shower and the installation of a decorative mural made of hand-made fused glass mosaic.

Artaic of Boston received the Coverings *CID Award for Commercial Tile Design* for their work on the Vertex Pharmaceuticals headquarters in Boston's Innovation District. Artaic used LATICRETE products in the creation of two custom mosaic walls.

The Texas-based artistic partnership **Montage 48/61** received the Coverings *CID Special Recognition Award* for a community project. Montage 48/61 used LATICRETE products in the creation of a mural entitled "Committed to Serve" at the Central Fire Station in Grand Prairie, Texas.

About LATICRETE:

LATICRETE is a leading manufacturer of globally proven construction solutions for the building industry. LATICRETE offers a broad range of products and systems covering tile & stone installation and care, masonry installation and care, resinous and decorative floor finishes, concrete construction chemicals, and concrete restoration and care including the LATICRETE® SUPERCAP® System. For nearly 60 years, LATICRETE has been committed to research and development of innovative installation products, building a reputation for superior quality, performance and customer service. LATICRETE methods, materials and technology have been field and laboratory proven by Architects, Engineers, Contractors and Owners. Offering an array of low VOC and sustainable products, LATICRETE products contribute to LEED certification, exceed commercial/residential VOC building requirements, and are backed by the most comprehensive warranties in the industry.

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