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LATICRETE Adds Two New Members to Board of Directors

October 27th, 2016 (BETHANY, CT) – LATICRETE, a manufacturer of globally proven construction solutions for the building industry, has appointed Dr. Stephan Liozu and Dr. Volker Weidmann to the Board of Directors.

Dr. Stephan Liozu comes to LATICRETE with more than 23 years of experience with several multinational building product companies. He has expertise in the manufacturing and distribution practices of our industry, his forte is customer value management, and recent accomplishments include coaching, consulting and training for large global industrial companies. Dr. Liozu has published six books, four e-books, a combination of 40 academic and practitioner papers, and has presented at over 45 conferences.



Dr. Liozu received a master's degree in business administration from Cleveland State University and a doctoral degree in management from Case Western Reserve University. Dr. Liozu, a native of France, now resides in Pittsburgh, Pennsylvania with his son, Lorenzo.

Dr. Volker Weidmann joins LATICRETE with 28 years of experience, including being the Managing Director of Hermann Otto GmbH in Fridolfing, Germany for the last 20 years. Having worked extensively in sales, R & D, application support, marketing and branding, Dr. Weidmann brings a comprehensive knowledge of construction industry practices and materials. He has been elected chairman of the German Industry Association of Sealant Manufacturers (IVD).

Globally Proven Construction Solutions



Dr. Weidmann was granted a master's degree in organic chemistry and a doctoral in technical sciences from the Technical University in Graz, Austria.

"We look forward to working with Stephan and Volker and to having their contributions enhance the lives of our employee and our partners. I am confident that both Stephan and Volker will be strong assets to the LATICRETE Board of Directors," stated David Rothberg, LATICRETE Chairman and CEO.

Dr. Stephan Liozu and Dr. Volker Weidmann will replace directors Ron Shaw and Dr. Bernard Gustin who are retiring after 25 years.

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 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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