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LATICRETE Launches Newly Designed Website

September 20th, 2016 (BETHANY, CT) – LATICRETE, a manufacturer of globally proven construction solutions for the building industry, is proud to announce the launch of its new website, laticrete.com.

The website features a new mobile-friendly design, several new ways to find products, the ability to service markets around the world and translate content into multiple languages. The innovative site is designed to accommodate new products and international regions.

LATICRETE migrated all [product lines](#) and product brands into a single site, making it easier to explore the company's complete array of products and systems. Visitors can also [search for products](#) by product line, brand name, application or [warranty](#), and a new [product recommendation tool](#) which allows users to find the perfect products for a specific project.

Product pages have been completely redesigned and are focused on a “no dead-ends” approach. This allows visitors to explore the recommended applications for which a product can be used, find related training opportunities, as well as [discover local distributors](#) who stock products. Select products in the [Tile and Stone Care & Maintenance](#) line can be purchased directly from the site.

“Creating a new website from scratch requires a substantial investment, so it was critically important to us that we future-proof our design as much as possible,” said Ken Tarwood, Electronic Marketing Manager.

Globally Proven Construction Solutions

Education is also a focus of the new website with quick access to the [LATICRETE University](#), offering e-learning courses that present vital industry and product information with easy learning segments that can be taken online anytime.

“We didn’t simply launch a new site with new technologies; we launched a platform that will scale with the organization and its expansion into new markets,” stated Ken Tarwood.

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.

laticrete.com

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