



SUPERCAP[®]
The Next Generation Slab[®]

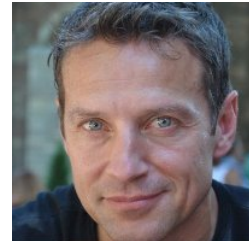
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MICHAEL GETZLAF JOINS LATICRETE SUPERCAP TEAM

October 16, 2014 LATICRETE[®] SUPERCAP[®], LLC, announced Michael Getzlaf has joined the company as an Independent Sales Representative.

According to LATICRETE SUPERCAP Managing Director John Sacco, "Michael has been added to help meet the growing demand of the LATICRETE[®] SUPERCAP[®] System."

Michael Getzlaf is a long-time Independent Sales Representative for LATICRETE. In his expanded role, Mr. Getzlaf adds the LATICRETE[®] SUPERCAP[®] System to the lines of products he represents and will specify The Next Generation Slab[™] concept to architects and general contractors.



Mr. Getzlaf serves as President of Canadian Mosaic Inc. and has represented LATICRETE products throughout the western Canadian market. Canadian Mosaic Inc. is a sales and marketing agency that promotes manufacturing companies throughout this region. Mr. Getzlaf studied at the Canadian Securities Institute and University of Regina. He currently resides in Calgary with his wife Michelle and two children.

About LATICRETE SUPERCAP:

LATICRETE SUPERCAP, LLC is a leading manufacturer of premium self-leveling materials for the building industry. The LATICRETE[®] SUPERCAP[®] System is a time-saving, cost-effective method for finishing new concrete or capping existing slabs, delivering flat, dry floors. LATICRETE SUPERCAP applicators can deliver proven results faster, safer and greener.

For more information on The Next Generation Slab[™], visit the corporate website:
www.laticretesupercap.com.

LATICRETE SUPERCAP, LLC