



SUPERCAP[®]

The Next Generation Slab[®]

FOR IMMEDIATE RELEASE

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**LATICRETE SUPERCAP Appoints David Whiteman
as Technical Sales Representative**



September 4, 2013: LATICRETE SUPERCAP, LLC, manufacturer of the revolutionary LATICRETE SUPERCAP System, has appointed David Whiteman as Technical Sales Representative, covering the Northeastern section of the United States.

A graduate of Ithaca College, Whiteman brings 17 years of industry experience to the LATICRETE SUPERCAP team.

"I'm delighted to add David's experience to our growing team; he will be a major contributor to the growth and expansion of the LATICRETE[®] SUPERCAP[®] System", according to John Sacco, Managing Director.

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 that meet or exceed finished flooring tolerances. With a LEED-qualified, low alkali, premium self-leveling, cement-based technology, operated by a patented computer-controlled mobile blending unit (MBU), the LATICRETE SUPERCAP System is installed using an exclusive Pump Truck. For more information on The Next Generation Slab[™], visit the corporate website: www.laticretesupercap.com

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LATICRETE SUPERCAP, LLC