

VALUES



TRUST & INTEGRITY

PASSION & COMMITMENT

INNOVATION

CUSTOMER CENTRICITY

GROWING TOGETHER

CARING

VALUES



The fundamental principles, aligned with our brand promises, that guide the conduct and actions of our team, as members of our LATICRETE family.



“Values are like the compass I carry with me on my climbing expeditions — they show us the path to making the right decisions.”

David A. Rothberg, Chairman

VALUES



What we share, while being diverse

Our diversity is our strength. At LATICRETE, we share common values which inspire us to grow together while still respecting the uniqueness of each member.

Enable a great professional life experience

Our values are both a requirement and an aspiration. We make them a reality in our attitudes, behaviors, and actions. All members of the LATICRETE family are charged with ensuring our values are lived each day.

The link across all generations within LATICRETE

Our values are the gifts we received from our “founding” generation. We are enriching these values to inspire new talents joining us in the adventure of LATICRETE.

The hallmark of excellence and success

Our values are inspiring and motivating for our employees to strive for excellence, and are linked with our brand promises to our customers. Thanks to them, LATICRETE is stronger, more attractive, and all of us are more successful.

TRUST & INTEGRITY

Our mutual trust is built on our integrity.

Trust, built on integrity and professionalism, enables us to rely safely on each other, with our colleagues and our customers.

At LATICRETE, we strive to do the right thing, we do what we say. We want to listen and to be listened to, and to be empowered through trust. We are committed to respecting and trusting each other.

Our Attitudes & Behaviors

Compliance to policies and regulations
Honesty and Accountability
Professionalism and Discipline
Transparency and Candor
Trustful and Trustworthy

We Walk the Talk

“Doing the right thing when no one is watching”
“We tell the truth, we do what we say, and we say what we do”
“Trust me, give me the latitude to act and I will do my job”
“I am trusting you and I am empowering you”
“We rely on each other”

PASSION & COMMITMENT

Our passion and our commitment fuel our entrepreneurial spirit.

Passion is the engine of any individual and collective undertaking. Commitment is an investment for the long run, with humility, dedication, and perseverance, in good times and in bad times.

At LATICRETE, we strive for excellence and are proud of what we do, as we are building LATICRETE for many generations.

Our Attitudes & Behaviors

Optimist and enthusiast
Builder
Courageous and Resilient
Focused and Result-driven
Engaged for the long run

We Walk the Talk

“Pick a job that you love, and you will never work a day in your life”.

— Dr. HM Rothberg

“We will do what it takes to make this happen”

“Be laser focused and aim big”

“Calculated risk and learning from failures build greater success”

“LATICRETE business is my business”

INNOVATION

We embrace
innovation and change,
for us and
for our industry.

Innovation is a mindset, with driving forces of curiosity, creativity, willingness to change, take risk, and to challenge the status quo. It is a collaborative undertaking, built on science and market intelligence, to anticipate trends. It aims to design innovative and sustainable systems for the needs of the future.

Our Attitudes & Behaviors

Curious and creative
Looking for challenges and changes
Knowledgeable and methodical
Resolute to overcome difficulties
Eager to grasp lasting opportunities

We Walk the Talk

“We anticipate our customers future aspirations”
“We learn from everyone, we emulate shamelessly” DAR
“We unleash collaborative creativity and science potentials”
“We love small steps and big jumps”
“We change ourselves and we change our industry”

CUSTOMER CENTRICITY

Our customers
are our shared priority.

Customer centricity is prioritizing customers in any decision we make, to improve their experience as well as meet expectations of their journey with us.

At LATICRETE, we are committed to aligning with our customers for their success, as their success is our success.

Our Attitudes & Behaviors

Empathic listener
Flexible and proactive
Relentless willingness to help
Invested in long-term relationship
Customer advocate

We Walk the Talk

“We start with the customer and work backwards”
“This is not our journey, this is your journey;
this is not our success, this is your success”
“Your problem is mine and we will help”
“Not my opinion but your voice, not my wish but your desire”
“What can I do to make you a customer for life?”

GROWING TOGETHER

We grow individually,
and we grow together as
Team LATICRETE.

Our growth as a company and our personal growth are inextricably linked. Growing together as a diverse team leads to collective and personal achievements.

Our professional life is much more rewarding, as we help each other by working, learning, and developing together.

Our Attitudes & Behaviors

Constructive and optimistic
Respect and openness to different
points of view
Transparent and silos breaker
Eager to grow through teamwork
and with our partners
Ambitious together

We Walk the Talk

“We strive for more diversity as a team”
“We learn from each other as we help each other”
“We leave space for everyone and seek input from everyone”
“We believe all of us can change and we can change together”
“Our joint goals emulate our personal goals;
our personal goals enable our joint goals”

CARING

We care for each other,
for our customers,
and for our planet.

As human beings, our purpose is to contribute to the well-being of the people with whom we interact, in our personal and professional lives.

At LATICRETE, a family business, we are eager to assist and contribute. We care for ourselves, for our colleagues, for our customers, for our communities and for our planet.

Our Attitudes & Behaviors

Balanced
Perceptive and attentive
Empathic and unselfish
Conscious and responsible
Proactive and problem solver

We Walk the Talk

“I really care for you in my listening, in my words and in my deeds”
“We work to improve the world and the life of those who build it”
“All of us have an impact on each other’s well-being”
“One LATICRETE One family”
“Our customers are our family”