

## Lucite International's Sales Manager in Canada on Loving LuciteLux®

Valentine's Day is just around the corner and we're getting in the mood by exploring the passion our team has for LuciteLux® acrylic. That passion is based on a wealth of knowledge and experience that we love using to help shape the industries into which we sell. We recently sat down with Edmundo Diaz, our sales manager in Canada. Here's what he had to say:



**LL: What do you love about LuciteLux®?**

ED: I love the variety and versatility of our product line. LuciteLux® acrylic has a charm of its own, making it very attractive to designers, architects and fabricators alike. Its application potential is unlimited and it provides endless space for creativity.

**LL: What do you love about your job?**

ED: This job is never the same. It allows me to work from coast to coast at different market levels with different people in numerous industries. I also have the opportunity to participate in new and innovative projects, providing technical advice and guidance. Seeing finished products and bigger projects come to fruition provides me with a sense of great value and accomplishment.

We asked Martine Reid-Brochu, sales representative of our customer Polyalto in Quebec, about working with LuciteLux®. She said: "Edmundo is both available and diligent in follow-ups and leads when working with our company, be it technical or commercial advisors, procurement or management. The LuciteLux® product offering helps us target specific market segments with specialized uses in the building industry."

Interested in using LuciteLux®? [Connect with Edmundo.](#)

### PRODUCT PROFILE: LUCITELUX® FROST SERIES



**LuciteLux® Frost** acrylic offers a cool, frosted effect in an exceptionally wide range of colors, making it suitable for a host of applications. Contemporary, dramatic, subtle or cutting edge, LuciteLux® Frost is one of our most popular and versatile products.

"The Frost Series is my favorite LuciteLux® product offering. It provides a classy look for various types of retail displays, counters and glazing applications. It's available in a wide array of colors, enhancing matching options for designers and fabricators."

-Edmundo Diaz, sales manager, Lucite International, Canada

[Request a sample](#) of LuciteLux® Frost.

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### GLOBALSHOP: LUCITELUX® HITS LAS VEGAS!



The LuciteLux® team is gearing up to exhibit at next month's **GlobalShop**, the world's largest annual event for retail design and shopper marketing.

We will showcase LuciteLux® colors and effects that add modern design appeal to visual merchandising displays.

If you're attending the show, we'd love to see you at our booth (#4053).

Please **contact me** to schedule a meeting at GlobalShop with us.

[Meet with us](#)

### ON THE BLOG: DESIGNERS LOVE LUCITELUX®



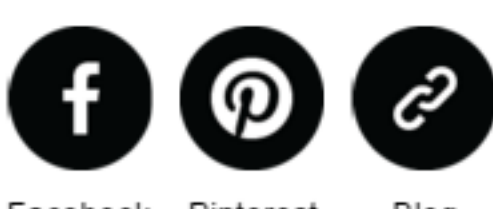
At LuciteLux®, we care about design and believe in creating exciting products that transform brilliant ideas into reality without compromising on creative vision.

From the interiors of Marriott Hotels and the countertop displays of leading cosmetic brands to a dome at Burning Man and jewelry fit for First Lady Michelle Obama, LuciteLux® brings style and eternal vibrancy to a wide range of projects. In fact, our acrylic is a go-to choice for many renowned designers and fabricators. **Check out our blog** to see what they have to say.

[Read our blog](#)

### Get Social with LuciteLux®

Be sure to "like" us on **Facebook**, keep up with the latest info and ideas, and engage directly with other designers. Join us on **Pinterest** too for inspired ideas in design using LuciteLux®.



Facebook Pinterest Blog

Let us help you achieve your design vision for current and future projects. Please **email me**.

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