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For more information contact:
Karlee Nevares
(562) 296-9546
karleen@cbpmail.net

**CUSTOM INTRODUCES FLOORING INSTALLATION SYSTEMS
LINE OF SUBFLOOR/CONCRETE PREP PRODUCTS**

CUSTOM'S new family of self-leveling underlayments, primers, patching compounds and moisture control solutions are designed for use with all types of floor coverings

SEAL BEACH, Calif. – Jan. 19, 2015 – Custom® Building Products

(<http://www.custombuildingproducts.com/>), the leading provider of tile and stone installation systems, introduces eight subfloor prep products in its new Flooring Installation Systems line. Designed for use under all types of floor coverings, the category includes a complete system of the most advanced and easy-to-use professional-grade subfloor preparation products available.

Engineered for application under vinyl, wood, rubber, linoleum, laminate, carpet, tile, stone and other floor coverings, Flooring Installation Systems products seal and level subfloors prior to flooring installation. The system excels in a wide variety of environments including retail, hospitality, institutional, health care and large commercial projects due to its superior performance and durability. The Flooring Installation Systems line includes self-leveling underlayments, primers, moisture control and patching compounds.

"Flooring Installation Systems' professional-grade products incorporate the most advanced technology in the industry," said Eric Carr, director of product management for Custom Building Products. "CUSTOM partnered with some of the top flooring prep contractors in the U.S. to develop each product for the highest possible performance. The cornerstone of the line is our low prep system that offers an efficient, time-saving installation — simply sweep, prime and pour."

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Self-Leveling Underlayments

CUSTOM self-leveling underlayments seek their own level in minutes and set predictably — providing a smooth, flat surface with high compressive strength. The Flooring Installation Systems line includes two premium calcium aluminate- based self-leveling underlayments:

- CL-150 is a premium underlayment that achieves greater than 4,000 PSI compressive strength with superior crack resistance. It utilizes low prep technology, so CL-150 can be poured up to 1-1/2" without shotblasting on most installations.
- CL-XP1 is a high-performance, high-strength, low prep formula that achieves 5,000 PSI compressive strength. It is abrasion resistant and can hold up to traffic during construction. Apply CL-XP1 up to 2" thick for installations with heavy traffic and loads.

Primers

CUSTOM's versatile primers ensure a strong bond between subfloors and levelers on either porous or non-porous surfaces to help ensure a successful installation. Flooring Installation Systems presents three different solvent-free primer options:

- CP-A is an advanced, multi-surface acrylic primer/sealer. It has a low viscosity, single component formula that provides impressive performance over both porous and non-porous surfaces.
- CP-WE is a polymer-modified water-borne epoxy primer/sealer that prepares non-porous surfaces such as ceramic tiles, metals and well bonded cutback adhesives.
- CP-E is a low viscosity, 100-percent solids epoxy primer for use in high-demand environments where the strongest bond is required.

Moisture Control

Uncontrolled moisture can cause cracks, crumbling and weakened bonds between floor coverings and the substrate. Controlling the rate of moisture vapor transmission can protect the integrity of the installation. Flooring Installation Systems includes CMVC, a single coat, high density, 100-percent solids epoxy that is moisture- and alkaline resistant. CMVC is formulated to control concrete moisture vapor emission and alkalinity beneath finished flooring.

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Patching

Rough, damaged or uneven subfloors demand durable floor covering support. CUSTOM patching products can be used over concrete, plywood, existing tile and other surfaces for quick-setting results from feather edge to 2-inches. Flooring Installation Systems offers two patching formulas:

- Feather Patch is a fast-curing, easy-to-spread, calcium aluminate based patching and finishing compound that provides a smooth finish to a variety of substrates prior to the installation of floor coverings. Feather Patch can be applied from feather edge to 1-inch thickness.
- General Patch is a high-strength, calcium aluminate compound that provides a sturdy patch on subfloors prior to the installation of a wide variety of floor coverings. It can accept floor coverings in 30 to 90 minutes and provides a smooth finish up to 2-inches thick.

About Custom Building Products

Custom Building Products is North America's leader in flooring preparation products and tile and stone installation systems for residential and commercial projects. The company's product brands, including a comprehensive line of surface preparation products like WonderBoard® Lite backerboards and RedGard® waterproofing and crack prevention membrane, thin-set, lightweight and large format tile mortars, professional grouts like Fusion Pro™, Prism®, CEG™ and Polyblend® as well as TileLab® and Aqua Mix® maintenance products and SuperiorBilt® tools are considered among the most popular and most trusted by industry professionals. Complete and qualifying installation systems are backed by CUSTOM's industry leading lifetime system warranty. Custom Building Products continually raises standards for the flooring, tile and stone industry through its commitment to provide performance-driven installation systems and support.

For more information on CUSTOM's quality tile, stone and flooring installation products and comprehensive resources including product and warranty information, installation specifications and technical support, please visit www.custombuildingproducts.com or call (800) 272-8786.