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CUSTOM UPDATES ITS FORMULA FOR LEVELQUIK® SELF-LEVELING UNDERLAYMENT

*New formula improves handling, crack resistance
and coverage for superior workability*

SEAL BEACH, Calif. – Jan. 19, 2015 – In an improvement to its flagship self-leveling underlayment products for use under tile, Custom® Building Products (<http://www.custombuildingproducts.com/>), the leading provider of tile and stone installation systems, announces an extensive upgrade to a more robust formula for its LevelQuik® Self-Leveling Underlayments. This includes both LevelQuik RS, for rapid setting applications and LevelQuik ES, with extended setting properties.

“In recent years, CUSTOM’s research and development team took a special interest in creating new advances in leveler chemistry to upgrade the formulas for these industry-leading products,” said Eric Carr, director of construction channel marketing at CUSTOM. “The result is outstanding performance, easy handling and a smooth finish time after time. It’s everything tile contractors have come to expect from LevelQuik and more.”

CUSTOM’s new LevelQuik formula provides superior crack resistance, better handling and even greater coverage. Its Controlled Cure Technology™ regulates the rate at which water evaporates during the curing process, prompting fast and consistent hydration. LevelQuik also helps eliminate installation problems including bond failure, crumbling, and staining of resilient flooring caused by free moisture found in traditional underlayments. Look for CUSTOMS’s updated LevelQuik products with a refreshed package design.

(more)

CUSTOM's LevelQuik Self-Leveling Underlayment products help installers level floors prior to the installation of ceramic tile and natural stone. They can also be used with resilient flooring, carpet, wood and other floor coverings.

Both LevelQuik RS and LevelQuik ES seek their own levels in minutes after pouring. With proper installation, LevelQuik can achieve an extra heavy rating for use in food processing plants, commercial kitchens and other high impact areas.

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.

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