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### **CUSTOM LAUNCHES NEW MOBILE APP**

Interactive Tool for Easy Access to Product Information

HUNTINGTON BEACH, Calif. – April 14, 2015 – [Custom® Building Products](#), the leading provider of flooring preparation products and tile and stone installation systems, launched a new interactive mobile app that provides tile setting professionals, contractors, specifiers, architects, designers, distributors, retailers and homeowners easy access to comprehensive product information. Available on iOS and Android operating systems, the CUSTOM mobile app is a best-in-class resource for selecting the right product for installing, protecting and maintaining tile and stone.

“We designed this digital resource to make it even easier for our customers to access product selection and usage information from their preferred mobile device,” said Anthony Pasquarelli, director of marketing services for Custom Building Products. “The intuitive navigation leads users directly to critical details like technical data sheets, grout color options, and coverage calculators. The mobile app also has a search function to expedite finding specific products. In addition, it provides direct access to CUSTOM's educational tools and videos that will help insure users are selecting the best product for a specific application and installing it correctly. Ultimately, our goal with the mobile app is to help our customers save time.”

#### **CUSTOM Mobile App Features**

- Products: descriptions with features and benefits; technical data sheets and material safety data sheets that can be downloaded or e-mailed to the user or shared with an associate

- Color Selector: color options for all of CUSTOM's grouts including Fusion Pro™, Prism®, CEG™, Lite, CEG-IG™, Polyblend® and SimpleGrout®
- Material Calculator: helps users determine the correct amount of surface prep material, setting material and grout based on surface area, tile and stone dimensions, and grout joint thickness. This tool allows for more precise calculations based on the unique attributes of the tile installation.
- Videos: CUSTOM's video library including its Top 5 Tips series
- Where to Buy: geo-targeted locations that sell CUSTOM and Aqua Mix products
- Contact Us: one-touch access to customer service and technical support by phone and email
- Search: product identification and access based on key search terms

Custom Building Products also encourages customers to learn more about its products on [Facebook](#), [Twitter](#) and [YouTube](#).

### **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](http://www.custombuildingproducts.com) or

call (800) 272-8786.

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