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For more information contact:
Chad Corley
(404) 808-9865
ccorley@quikrete.com

NEW AQUA MIX® PRODUCTS ADDED TO ADDRESS GROUT HAZE

*Aqua® Mix Cement Grout Haze Remover, Aqua® Mix Non-Cement Grout Haze Remover
Join Improved Aqua Mix® Grout Release in Family of Tile and Stone Care Products*

HUNTINGTON BEACH, Calif. – Jan. 10, 2017 – [Custom® Building Products](#), the leading provider of flooring preparation products and tile and stone installation systems, recently strengthened its line of award-winning [Aqua Mix®](#) tile and stone care products with a focus on grout haze prevention and removal. In addition to updating its [Aqua Mix® Grout Release](#), CUSTOM® has introduced [Aqua® Mix Cement Grout Haze Remover](#) and [Aqua® Mix Non-Cement Grout Haze Remover](#) to help installers avoid or address costly and time consuming call backs associated with grout residue on tile and stone.

Aqua Mix Cement Grout Haze Remover is used to clean cementitious grout residue as well as hard water stains, rust stains, efflorescence and lime deposits on natural stone, ceramic, porcelain and other acid-resistant tiles. A companion product, Aqua Mix Non-Cement Grout Haze Remover, is ideal for cleaning non-cementitious grout haze including Single Component, pre-mixed, urethane and light epoxy from natural stone and standard tile. Both products are easy to use and reduce the time required to clean tile after grout haze has occurred.

Reformulated Aqua Mix Grout Release is a temporary, water soluble, pre-grout coating that serves as a protective layer between the tile and grout, making cleanup easier on both horizontal and vertical surfaces. The new, thicker formula [Aqua Mix Grout Release](#) has greater viscosity and better coverage making it ideal for preventing grout haze on even the most highly susceptible textured or porous tile and stone. It's

also useful at minimizing picture framing when only spreading grout over joints on larger tiles.

“Aqua Mix Grout Release allows projects to run smoother by preventing the potential problem of grout haze. Today’s tile includes newer coatings, micro textures and factory-applied sealers -- it’s sometimes hard to predict when haze will become a problem so AquaMix Grout Release is like insurance against callbacks,” noted Senior Director of Product and Channel Marketing Eric Carr. “In situations where grout haze does occur, our new Aqua® Mix Cement Grout Haze Remover and Aqua® Mix Non-Cement Grout Haze Remover make clean up safe, fast, easy and effective regardless of the grout used on the project.”

For more information Aqua Mix tile and stone care cleaners, sealers and problem solvers, visit www.aquamix.com.

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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