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CUSTOM ENTERS PROFILES AND TRANSITIONS PRODUCT CATEGORY

*Complete line of decorative, high-quality trim pieces protect edges
and enhance safety when installed with tile and stone*

SEAL BEACH, Calif. – January 23, 2013 – Custom Building Products

(<http://www.custombuildingproducts.com/>) enhances its overall product offering with the launch of a complete line of high-quality profile and transition finishing strips and edge trim. Available in a variety of popular styles, designs and finishes, CUSTOM's new [Profiles and Transitions](#) create smooth transitions between rooms, bridge gaps between different types of flooring or tile materials and protect the edges of ceramic tile and natural stone for an even, professional finish.

"This new Profiles and Transitions program embodies the quality and performance associated with CUSTOM. The components are an essential functional and aesthetic enhancement to professional residential and commercial tile and stone installations," said Thomas Carroll, product marketing manager for Custom Building Products. "Profiles and Transitions add polish and beauty to virtually any project, while enhancing safety and extending the life of the installation by protecting the tile edges."

CUSTOM's Profiles and Transitions include four families of beautiful, durable trim and edge pieces, suitable for floors, steps and walls: Square-edged Profiles, Decorative Profiles, Step Profiles and Transition and Compensator Profiles. These are available in a variety of durable, popular materials including anodized, chrome-plated or coated aluminum, stainless steel, solid brass and PVC. Finishes and colors are designer-inspired to complement today's most popular looks. Stronger than typical alternatives, CUSTOM's profiles and transitions resist dings, dents, bending and twisting.

(more)

Square-edged profiles are ideal for protecting tile edges and are among the most commonly used transitions because they complement a wide range of installations. ProFloor™ is an “L channel,” designed for installations where tile meets carpet, or where tile ends, in order to protect tile from damage and create a beautiful, clean finish. It is also ideal for use on walls, countertops, steps, expansion joints and decorative edging. ProCurve™ is CUSTOM's flexible square-edged profile designed to bend, twist and curve for wavy, curved or irregular edges.

Decorative Profiles are designed for finishing corners and bridging potentially hazardous and unsightly gaps. ProRound™ is a durable and cost-effective alternative to bullnose tile, creating an attractive corner finish for floors, walls and countertops. ProDecor™ Q is a square profile designed to protect edges and outside corners from damage, and it is an excellent choice as an end-cover for outer edges of tile and stone surfaces. It can be used to create an aesthetically-pleasing decorative accent along the edges of floors, walls and counters. Matching corner pieces are available with ProDecor Q and ProRound transitions. ProDecor™ T is an attractive and functional solution to conceal inconsistent joints, or to bridge gaps between floor treatments of the same height, such as tile, stone, laminate, parquet and wood.

Stair installations present specific challenges and CUSTOM's ProBasic Step Profiles protect stair edges with an attractive, slip-free stair nose. ProBasic is very effective in commercial, high-traffic areas.

Transitions between different types of floor coverings can create awkward or even dangerous spaces. The ProNivo™ transition and compensator profile family protects tile edges while providing smooth, attractive transitions between floor coverings of varying heights through reducers and carpet tuck channels.

Profiles and Transitions are manufactured exclusively for CUSTOM by Proline, a Germany-based company founded in 1994 that developed the technology and detailed manufacturing processes to produce the high-quality, cost effective line.

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About Custom Building Products

Custom® Building Products is widely recognized as the premier provider of performance-driven tile and stone installation systems for the North American market. The company's product brands, including WonderBoard® backerboards, Fusion Pro™, Prism® SureColor®, CEG-Lite® and Polyblend® grouts, a comprehensive line of lightweight mortars, TileLab® and AquaMix® maintenance products, and SuperiorBilt® tools are considered among the most popular and most trusted by industry professionals. Custom Building Products continually raises standards for the tile and stone industry through its commitment to provide performance-driven installation systems and support.

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

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