

# CUSTOM BUILDING PRODUCTS



Tile & Flooring Installation Systems



**CUSTOM<sup>®</sup>**

A QUIKRETE<sup>®</sup> COMPANY



# CUSTOM leads

the tile installation industry with a long-standing reputation for quality, service and value.

For more than 50 years, CUSTOM continues to be a leading and trusted name in tile and stone installation systems for commercial, industrial and residential applications. And today, even though the demands of the industry have changed over time, our commitment to quality, service and value — the hallmarks of our company — have remained constant. Today, those commitments are even stronger as a member of the Quikrete family of Companies.

CUSTOM's patented product technologies are the choice of experienced construction professionals. And for good reason: CUSTOM tile installation systems safeguard the tile on many of the most challenging projects, from airports and stadiums to historic renovations and high-rises. Our expert Architectural and Technical Services teams also provide designers, architects and builders with specification assistance and jobsite inspections, across the U.S. and Canada.

# CUSTOM offers

System Warranties that set the standard for the industry.



Our comprehensive tile installation systems are guaranteed for up to a lifetime when a system of eligible products are used. It protects the entire tile installation in the event of a system failure. This is the most comprehensive lifetime warranty in the industry — a demonstration of our commitment to quality.



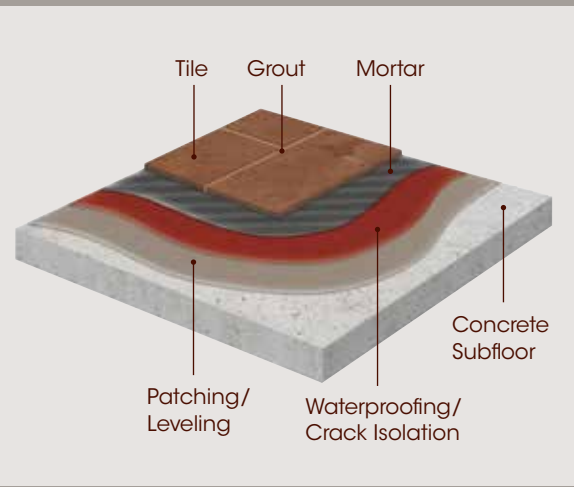


# CUSTOM creates

the systems that make the difference  
— for the lifetime of the tile.

CUSTOM has long been recognized for game-changing products that have become trusted names in the tile industry. We introduced the first polymer modified colored grout, pioneered lightweight mortars and underlayments, and created the revolutionary Single Component® Grout category and the first waterproof liquid membrane. Tile installation has been transformed forever thanks to CUSTOM product brands like RedGuard®, LevelQuik®, WonderBoard® Lite, VersaBond®, ProLite®, Fusion Pro®, and Aqua Mix®.

Never content to rest on our laurels, CUSTOM is continually looking for ways to refine and enhance our products to ensure their performance, ease of use and long-term durability. Our Research and Development team continuously tests existing products under demanding conditions for reliability and ongoing formula improvements.



## PREP

**Surface Preparation** – A complete line of waterproofing and crack isolation membranes, backerboards, self-leveling underlayments and mat underlayments, plus subfloor prep for all floor coverings.

CUSTOM  
products include:

# CUSTOM is the single source for all floor covering installation needs.

CUSTOM manufactures the most comprehensive flooring preparation, and tile and stone installation systems available.



Our products meet and exceed performance standards set by ANSI, NTCA, LEED and other organizations.



Our automated, state-of-the-art manufacturing facilities produce products with consistent quality.



Our plants are strategically located around North America to meet the needs of our customers.



We have a dedicated fleet of trucks to expedite delivery of raw materials and finished goods.



## SET

**Tile Setting** – Flexible, high performance, and everyday thin-set mortars for today's tile installation, from heavy natural stone to large format tile to smooth glass, including rapid-setting mortars, for floors, walls and exteriors.



## GROUT

**Grouts** – A palette of 40 versatile colors in every grout solution from cement-based to single component grout, including stain proof Fusion Pro® and America's #1 grout Polyblend®.



## CARE

**Care** – CUSTOM's Aqua Mix® line is the most contractor-preferred brand of tile and stone sealing and cleaning products in the industry.

## Historic Milestones

- 1945 Thomas R. Peck, Sr. starts manufacturing stucco paint for the booming post war housing market in Southern California.
- 1962 Peck forms partnership with tile contractor Mike Bileck; they develop a unique ceramic tile adhesive.
- 1964 Custom Building Products incorporated.
- 1970 World's first polymer-modified grout introduced.
- 1980's Company embarks on national expansion adding plants in Texas, Georgia, Northern California, and B.C., Canada, by acquiring allied regional manufacturers.
- 1990's Plants added in New Jersey and Florida; company headquarters relocated to Seal Beach, CA. Partnerships established in Mexico. C-Cure and Jamo added to CUSTOM portfolio.
- 1997 CUSTOM becomes the largest manufacturer of tile installation product in the U.S.
- 2000's To meet market demands, plants added in Indiana, California, Nevada and Eastern Canada.
- 2005 CustomLite Technology introduced in lightweight mortars and grouts. R & D technology center opened in Santa Fe Springs, CA.
- 2006 Aqua Mix acquired.
- 2012 Introduced Fusion Pro, the world's first Single Component Grout.
- 2013 Purchased by the Quikrete Companies.
- 2014 CustomTech and Custom Flooring Installation Systems subfloor prep line launched for all floor coverings.
- 2015 New grout palette of 40 colors offered in all grout solutions plus the Fusion Pro Designer Series.



**SUPERIORBILT**

**JAMO**

**AQUA MIX**  
Smarter Products.  
Professional Results.



**CustomLite**® Lightweight - High Performance  
**TECHNOLOGY**



**GROUT SOLUTIONS**

**FUSION PRO**®  
SINGLE COMPONENT® GROUT

**CEG** **prism** **POLYBLEND**



# CUSTOM offers

## technical support that's unsurpassed.

CUSTOM's Commercial Architectural and Technical Services teams offer unsurpassed support to contractors, distributors, designers, architects and specifiers.

- Nationwide product demonstrations at distributor locations, jobsite training and project inspection
- Construction specifications optimization
- Regular programs offered by Custom Technical University™
- Call centers staffed with experts in all aspects of tile and stone installation
- Extensive online library of case studies, white papers, technical bulletins and educational videos

## Build Green® underscores our commitment to the environment.

The Emerald System™ is CUSTOM's program of environmentally responsible products that contribute to LEED® certification. Emerald products are guaranteed to comply with all leading environmental agency certifications. Plus, Emerald qualifying projects qualify to earn carbon offset credits reducing global greenhouse gas emissions. See website for details.

emerald  system™



CALGreen

## CUSTOM is a proud supporter of leading organizations.



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## You can count on CUSTOM...

**For operational excellence** - with North America's largest footprint of manufacturing and distribution sites including our own fleet of trucks, backed by the resources and efficiencies of the Quikrete Companies.

**For innovation** - with dedicated, industry-leading research and development in advanced tile and stone installation and protection.

**For education** - with an expert team of Commercial Architectural Services and Technical Services Representatives ensuring pros understand the right products to select and know how to install them for success.

Customer Support:

**800-272-8786**

Technical Support:

**800-282-8786**



Download our  
mobile app today



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