



**NEWS RELEASE**  
**FOR IMMEDIATE RELEASE**

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**THE INTRODUCTION OF NEW COLORS TO CUSTOM'S  
GROUT AND CAULK PRODUCTS KEEPS PACE WITH CONTEMPORARY  
BUILDING AND DESIGN TRENDS.**

*Company expands what is already the most extensive color  
palette in the industry.*

SEAL BEACH, Calif. – January 21, 2011 – Custom<sup>®</sup> Building Products, known as the leading provider of stone and tile installation systems in North America, has updated the color palette of its Custom Grout Solutions brands, including Polyblend<sup>®</sup>, Prism<sup>®</sup>, and CEG-Lite<sup>®</sup>, and its Commercial 100% Silicone Caulk. These new additions reflect the most current and popular colors in the tile industry. They further broaden Custom's already extensive color palette, which is the most comprehensive in the industry.

Polyblend, America's #1 selling grout, will be refreshed with 10 new colors: Admiral Blue, Antique Linen, Bonsai, Burnt Clay, Chateau, Khaki, Saddle Brown, Slate Gray, Urban Putty and White Dove.

The Prism brand palette will feature 6 new colors: Antique Linen, Chateau, New Taupe, Pewter, Saddle Brown and Tobacco Brown.

The new CEG-Lite color palette will include 9 new colors: Admiral Blue, Alabaster, Antique Linen, Bonsai, Chaparral, Chateau, Fawn, Mushroom and Saddle Brown. These same new CEG-Lite colors will be added to Custom's Commercial 100% Silicone Caulk to ensure consistency among the palettes.

A core palette of 24 standard colors will be common to all four brands: Polyblend, Prism, CEG-Lite and Commercial 100% Silicone Caulk. Prism will be available in these 24 core colors, with Polyblend offering a much broader spectrum of colors, 48 in total, and CEG-Line and Caulk each featuring 27 colors. All the new colors will be available on March 1, 2011,

“At Custom, we’re always looking for ways to update our products to keep them current with what’s popular in the industry. As tastes change, so do our color palettes. Our goal is to offer customers the greatest flexibility when it comes to color choices,” said Tom Carroll, product manager, Custom Building Products. “The new colors are part of a comprehensive set of initiatives to reinforce Custom Building Products as the leader in grout solutions, as reflected in our new tagline, ‘We Know Grout, We’re Custom.’”

Another key aspect of the Custom Grout Solutions initiative is the launch of a new microsite - **customgroutsolutions.com**, featuring a wealth of resources about Custom grout products, installation and care, product warranties, new colors and other valuable information. This offers a compact, concise and easy-to-use platform to assist customers in choosing the right products to suit their needs.

## **About Custom Building Products**

Custom<sup>®</sup> Building Products is widely recognized as a leading manufacturer of tile and stone installation systems for the North American market. The company’s product brands, including WonderBoard<sup>®</sup> backerboard, Prism<sup>®</sup> SureColor<sup>®</sup> and Polyblend<sup>®</sup> grouts, a comprehensive line of mortars including MegaLite Rapid Setting and FlexBond Crack Prevention Mortars, TileLab<sup>®</sup> and AquaMix<sup>®</sup> maintenance products, and SuperiorBilt<sup>®</sup> tools are considered the most popular and most trusted by industry professionals. Custom Building Products continually raises the standards for the tile and stone industry through its

commitment to innovation, performance and exceptional customer service.

Custom's Web site 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](http://www.custombuildingproducts.com).

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