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For more information contact:
Karlee Nevares
(562) 296-9546
karleen@cbpmail.net

CUSTOM LAUNCHES INDUSTRIAL GRADE COMMERCIAL EPOXY GROUT

*High chemical, temperature and stain resistance featured in industrial grade,
100-percent solids grout for harsh environments*

SEAL BEACH, Calif. – Aug. 20, 2013 – Custom® Building Products

(<http://www.custombuildingproducts.com/>), the leading provider of flooring preparation products and tile and stone installation systems, introduces its Industrial Grade Commercial Epoxy Grout (CEG-IG), a 100-percent solids, water-cleanable epoxy grout that is specially formulated for the harshest chemical environments by incorporating high chemical, stain and temperature resistance along with easy installation.

“Designed to be used in unforgiving environments such as industrial plants, commercial kitchens and food processing facilities, CEG-IG truly rounds out CUSTOM's grout offering by being designed to perform under the most challenging conditions,” said Prashant Panchal, senior product manager for Custom Building Products. “CUSTOM's latest grout innovation is well suited for areas where the presence of acids, alkalis, solvents, strong detergents and other chemicals would normally cause significant deterioration to many grouts. Plus, CEG-IG is stain resistant, fast curing, and water cleanable.”

CEG-IG can be used as both a grout and a setting mortar with virtually any type of tile on floors or walls. CEG-IG also contains recycled LEED contributing ingredients, is color consistent and stain and chemical resistant. The two-part, 100-percent solids epoxy features no shrinkage and is easy to spread and clean up.

(more)

CEG-IG offers excellent resistance to oleic acid, a harmful byproduct of enzymatic cleaners and fat and grease commonly found in commercial kitchens, as well as resistance to solvents and inorganic and organic acids. Additionally, it is ideal for use at hospitals, restaurants and food preparation areas, as well as locations where clinical sanitation is typically maintained by harsh cleaning methods. CEG-IG exceeds the performance requirements of ANSI A118.3 while meeting many of the A118.5 requirements for industrial use.

Like CEG-IG, CUSTOM's other commercial epoxy grout, CEG Lite, is an easy-to-work-with product solution that is stain- and- high-moisture resistant, fast curing, water cleanable and available in 27 colors. Both CEG-IG and CEG Lite are two-part epoxy products that share the same "part A" component, a patent-pending innovation from CUSTOM. The shared "part A" component allows distributors to reduce inventory costs.

About Custom Building Products

Custom Building Products, based in Seal Beach, Calif., 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 WonderBoard® Lite backerboards, RedGard® waterproofing membrane, SimpleMat® tile setting mat, Fusion Pro™, Prism®, CEG™ and Polyblend® grouts, a comprehensive line of lightweight mortars, TileLab® and Aqua Mix® 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 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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