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CUSTOM LAUNCHES A NEW LINE OF LARGE FORMAT TILE AND STONE MORTARS

CUSTOM complements LFT mortar line with new SuperiorBilt® Trowels featuring a patented notch pattern

SEAL BEACH, Calif. – Custom® Building Products

(<http://www.custombuildingproducts.com/>), the leading provider of tile and stone installation systems, introduces a new line of medium-bed mortars designed for large format tile (LFT) and stone installation. The expanded LFT mortar line consists of the just released Complete Contact™-LFT Rapid Setting Mortar and CUSTOM's Large Format Tile-LFT Mortar as well as its established ProLite® Large Format Tile and Stone Mortar.

CUSTOM also unveils its new SuperiorBilt® Trowels in three sizes, designed with a patented notch pattern for better contact. The trowels are constructed to increase coverage specifically for large format tile applications with a mix of high and low ridges to fill voids, provide full contact and promote uniform bonds.

"Mortar coverage is key to a successful installation of large format tile and stone. It is strongly recommended to use a medium-bed mortar when installing large format tile to compensate for irregularities in the tile and substrate. CUSTOM's new medium-bed LFT mortars are also formulated to control the amount of shrinking that occurs during the curing process, allowing the tile to stay true to adjacent tiles," said Thomas Carroll, product manager for Custom Building Products. "CUSTOM has engineered a superior line of medium-bed large format tile mortars that are easy to spread, offer non-slip/non-slump support, and are available in rapid setting formulations that quickly lock tile into place. In addition, the new CUSTOM professional trowels make it easier to install large format tile with a patented notch pattern that delivers up to 50-percent improved mortar coverage than regular square-notch trowels."

(more)

Complete Contact-LFT Rapid Setting Mortar

Specifically formulated for floors, Complete Contact-LFT Rapid Setting offers full mortar transfer to the back of the tile, eliminating the need for back-buttering or beating-in techniques. Unlike traditional thin-sets, it is more fluid, yet holds its ridges and supports the deeper notch trowel sizes required for large format tiles and stones but uses less water than traditional mortars.

Formulated with Controlled Cure Technology, Complete Contact-LFT cures rapidly, developing high early and final strength for quick installations – can be grouted in three to four hours and can withstand heavy commercial traffic 24 hours after grouting. It can be used in thin-bed as well as medium-bed applications up to three-fourth-inch (19 mm) and with all types and sizes of tile. The mortar exceeds ANSI A118.4, A118.11 and A118.15F without the need for additives.

CUSTOM's Large Format Tile-LFT Mortar

Large Format Tile-LFT Mortar is a general purpose, economical, polymer-modified mortar formulated specifically for large format tile and natural stone on floors and walls. Developed with a non-slumping chemistry to eliminate lippage, Large Format Tile-LFT Mortar can be applied up to three-fourths-inch thick on horizontal applications.

Use it for vitreous, semi-vitreous and absorptive tile, including ceramic, quarry, pavers, cement and porcelain, gauged or ungauged natural stone and pre-cast terrazzo. It exceeds ANSI A118.4 and A118.11.

ProLite Large Format Tile & Stone Mortar

ProLite Large Format Tile & Stone Mortar offers high flexibility and bond strength in a lightweight formula with excellent handling characteristics for a wide variety of floor and wall tile installations. Engineered specifically to set large format tile or stone, ProLite will not sag or slip on walls and offers non-slump performance for floor installations. Formulated with CustomLite® Technology, ProLite is 40-percent lighter than traditional mortars with recycled content material; a 30 lb. (13.6 kg) bag covers the same area as a 50 lb. (22.68 kg) bag of traditional mortar. ProLite exceeds ANSI A118.4, A118.11 and A118.15T without the need for additives for interior and exterior installations.

ProLite is also available in a Rapid Setting formula when time critical applications are a must. After application, grouting may begin in three hours and be open to traffic in four hours.

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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