



**FOR IMMEDIATE RELEASE**

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## **CUSTOM EMPLOYEES VOLUNTEER INSTALLATION SERVICES AT ELEMENTARY SCHOOL**

*Nearly 400 student-designed tiles are installed  
at Beechwood Elementary School in Fullerton, Calif., using CUSTOM products*

SEAL BEACH, Calif. – Nov. 7, 2013 – A team of a dozen Custom® Building Products employees recently donated their time to install nearly 400 student-designed tiles at Beechwood Elementary School, a public, kindergarten- through- 8<sup>th</sup> grade campus in Fullerton, Calif. CUSTOM (<http://www.custombuildingproducts.com/>) is the leading provider of tile and stone installation systems.

Beechwood Elementary recently chose to utilize student-designed tiles in order to help beautify its otherwise nondescript campus. After partnering with a local ceramic painting company to fire and glaze the tiles, the volunteers from CUSTOM mounted all of the tiles using CUSTOM's [Commercial 100% Silicone Caulk](#). The tiles were mounted over existing walls where the silicone caulk quickly created a durable bond.

"The campus' newest additions join several murals and a smaller display of previously installed tiles. The newest tile installation is part of an initiative to give the repurposed facility new life. The new tiles join with the previous work to create a history for this new school," said Will White of Custom Building Products. The school site previously served as district offices.

The tile improvements are timely: Beechwood Elementary School's on-campus art classes and numerous other programs only exist through community donations. It is GATE-certified, as well as a California Distinguished School and a National Blue Ribbon School.

(more)

### **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](http://www.custombuildingproducts.com) or call (800) 272-8786.

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