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**FOLLOWING THREE SIMPLE STEPS ENSURES SUCCESS
IN GROUTING A TILE INSTALLATION PROJECT**

*Selecting the right class of grout requires a little planning;
Custom Building Products Makes it Easy*

SEAL BEACH, Calif. – June 5, 2014 – Not all grout is the same and choosing the right grout product for a job is easy when you ask the right questions. Custom® Building Products (<http://www.custombuildingproducts.com/>), the leading provider of tile and stone installation systems, guides pros and rescues do-it-yourselfers who may not realize great grout performance is more easily attainable than they may have thought. Because not all grout types are the same, just a little upfront planning to select the best grout for a particular home improvement project is an important, but often overlooked, decision.

Before embarking on a tile project, CUSTOM recommends asking these questions:

- 1) Where will the tile job be placed and what performance is expected?

High traffic areas, kitchens, bathrooms, showers, outdoor patios all require higher performance grouts. Epoxy grouts perform well in these applications but installation is more difficult. Two components must be mixed together and working with this type of grout also requires more practice. Urethane based grouts have similar challenges and are the most expensive. CUSTOM has made this type of project easier by developing Fusion Pro® Single Component® Grout, part of CUSTOM's family of grout solutions. It is ready to use, requires no mixing, and is easy to spread and clean.

2. Is stain resistance important?

Cementitious grouts may seem to be the least costly but because cement is porous, these grouts are subject to staining. Two solutions are available. First, you can apply a sealer after the grout has cured, typically in three days. The AquaMix® and Tile Lab lines from CUSTOM offer several sealing options.

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However, sealing requires an extra step and the process must be repeated periodically to maintain an enhanced level of stain resistance. Fusion Pro grout from CUSTOM offers unsurpassed stain resistance right out of the pail against common household staining agents. It also includes Microban antimicrobial protection that resists the growth of mold and mildew on dried grout. This next generation grout solution cures with exceptional hardness, similar to cement grouts.

3. How important is color?

Homeowners often pick a grout color that harmonizes with the tile color. For a bolder look, a contrasting color can be selected to highlight the tile size and create a checkerboard look. To ensure color consistency from one end of the project to the other, different bags of powdered grouts should be blended together to ensure uniform color application or a color consistent grout such as Fusion Pro should be used.

Ideal for do-it-yourselfers, a grout such as Fusion Pro represents an upgrade to a product that does not stain for a cleaner, better looking finished project.

"There are many types of grout on the market today," said Tony Pasquarelli, marketing services manager for Custom Building Products. "It's important for the do-it-yourselfer and the small-project pro to understand the options available because higher-performing grouts deliver lasting benefits and typically only add a small incremental cost to the overall job. Fusion Pro presents an option that is stain-free, easy to spread and clean, and readily available from The Home Depot and tile distributors nationwide."

Aside from its performance virtues, Fusion Pro's value can be easily measured when comparing it to other grout types utilized for typical household improvement projects.

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For example, when used on a small, 100-square-foot- to- 200-square-foot residential tile installation (using 12-foot-by12-foot tile), Fusion Pro's benefits are truly showcased: It delivers superior stain resistance and color consistency compared to cement grout with a premium sealer at nearly the same cost — and without the need to come back and seal three days later. Additionally, Fusion Pro can often be used over the same tile area for nearly half the cost of a urethane grout and it is much easier to use.

In addition to Fusion Pro, CUSTOM offers numerous other grout products such as Polyblend®, a polymer-modified grout offered in sanded and non-sanded versions; CEG-IG, an industrial-grade, 100-percent solids epoxy grout with high chemical, temperature and stain resistance for demanding applications like commercial kitchens; CEG-Lite™, a lightweight 100-percent solids epoxy; and Prism® SureColor® Grout, a fast-setting, color consistent, polymer-modified, cement-based grout.

More information about Fusion Pro and other CUSTOM grout solutions can be found at www.custombuildingproducts.com.

About Custom Building Products

Celebrating its 50th Anniversary in 2014, Custom Building Products 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. Installation systems are backed by CUSTOM's industry leading lifetime system warranty. Custom Building Products continually raises standards for the flooring, tile and stone industry through its commitment to provide performance-driven installation systems and support.

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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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