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CUSTOM EXPANDS PROFILES AND TRANSITIONS PRODUCTS

*New profile shapes include Movement Joint Profiles and Coves
in the complete line of decorative, high-quality trim pieces*

SEAL BEACH, Calif. – Aug. 12, 2014 – Custom Building Products

(<http://www.custombuildingproducts.com/>), the leading provider of tile and stone installation systems, further expands its line of high-quality profile and transition finishing strips and edge trim with two new profile categories: movement joints and coves.

Available in a variety of popular styles, designs and finishes, CUSTOM's [Profiles and Transitions](#) create smooth junctions between rooms, bridge gaps between different types of floor covering or tile materials and protect the edges of ceramic tile and natural stone for lasting beauty.

CUSTOM's new PROCONNEX™ movement joints are specifically designed to accommodate horizontal and vertical stresses on floors or between walls and floors to help prevent cracks. Three options are available in varying heights and finishes including a thin-bed profile for interior and exterior applications, a corner profile that also minimizes sound transfer and an expansion joint profile that bridges up to 1-3/16".

The new PROCOVE™ coves shape profiles make cleaning easier by providing rounded edges at floors. Three different options are available including one and two sided designs complete with corner pieces, end caps and connectors. Popular finishes include Brass Satin, Bronze Satin, Silver Satin and Stainless Steel Satin, along with multiple size options.

(more)

“CUSTOM makes it easier than ever for installers, contractors, distributors and architects to get everything they need for their tile installation from one single source,” said Tony Pasquarelli, marketing services manager for Custom Building Products. “These high quality profiles and transitions look great, are priced and shipped competitively and are backed by CUSTOM's system warranties when installed as part of a qualifying system of surface preparation, mortar and grout products.”

CUSTOM's Profiles and Transitions include families of beautiful, durable trim and edge pieces, suitable for floors, steps, walls and counter tops including the newest additions of coves and movement joint options. These are available in a variety of durable, popular materials including anodized, chrome-plated or coated aluminum, stainless steel, solid brass and PVC. Finishes and colors are designer-inspired to complement today's most popular looks. Stronger than typical alternatives, CUSTOM's profiles and transitions resist dings, dents, bending and twisting.

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.

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.