



**FOR IMMEDIATE RELEASE**

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### **CUSTOM ANNOUNCES LAUNCH OF BLOG ON WEBSITE**

*CUSTOM Insights* blog serves as a valuable information resource for professionals

SEAL BEACH, Calif. – Sept. 30, 2014 – Custom Building Products

(<http://www.custombuildingproducts.com/>), the leading provider of tile and stone installation systems, announces the official launch of its blog, hosted on the [CUSTOM website](#) and designed to help contractors, distributors and architects to be more successful when it comes to tile and stone installation.

Along with offering specific tips and council from CUSTOM's team of technical professionals, CUSTOM's blog also includes access to the company's newsletter content, *Custom Insights*. Additionally, the new blog provides technical bulletins, white papers, videos and tips, tricks and educational pieces. Visitors can sort news articles numerous ways, such as by profession type (contractor, distributor or architect) and by a host of tags on popular topics. Links are also available to subscribe to the *CUSTOM Insights* email newsletter, or to an RSS feed for blog articles when they are posted. For added convenience, articles may also be shared with friends and colleagues through a simple tool that integrates with Facebook, Twitter or a variety of other social media platforms. A link to the blog can be easily found at <http://www.custombuildingproducts.com/news>.

"The CUSTOM team is dedicated to ongoing industry education through a variety of means including the regular release of technical bulletins and white papers as well as through presentations at a variety of trade events, through AIA CES courses and through CUSTOM Technical University training events at our facilities and around the country. The addition of this news blog to our website further increases our digital library and provides a dynamic, easy-to-access learning resource for our customers," said Tony Pasquarelli, marketing services manager for Custom Building Products.

(more)

### **About Custom Building Products**

Celebrating its 50<sup>th</sup> 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](http://www.custombuildingproducts.com) or call (800) 272-8786.

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