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**SUITE OF TILE INSTALLATION PRODUCTS DESIGNED TO PERFORM
IN COMMERCIAL KITCHENS**

*System engineered for one of the harshest commercial environments
with CEG-IG grout serving as key component*

SEAL BEACH, Calif. – Jan. 19, 2015 – When it comes to challenging environments for tile, commercial kitchens are among the toughest. That's why Custom® Building Products (<http://www.custombuildingproducts.com/>), the leading provider of flooring preparation products and tile and stone installation systems, announces its comprehensive, industrial grade tile installation system for commercial kitchens and food processing facilities. When used, the collection of high-performance products addresses aggressive cleaning, chemical and heat conditions to maximize the lifespan of new installations and speed in the installation of new tile in retrofit projects.

Appropriate subfloor preparation is a critical first step. Application of CUSTOM's RedGard® Waterproofing and Crack Prevention Membrane helps protect kitchen floors from moisture and oils that may penetrate the tile and grout potentially causing deterioration of the mortar bond. RedGard directs moisture to floor drains, while also helping to prevent cracks up to 1/8".

Epoxy-based mortars are the most durable choice, and best suited for industrial use and resistance to chemical exposure. CUSTOM's EBM-Lite™ Epoxy Mortar is a 100-percent solids epoxy that is chemical and impact resistant, making it ideal for commercial kitchens. EBM-Lite is a three-component, water-cleanable mortar that is best used where high-strength and chemical and impact resistance is required.

(more)

Alternately, CUSTOM's Pro-Lite® Rapid Setting Large Format Tile & Stone Mortar is a medium bed mortar that installs quickly to allow grouting in about three hours. It offers high-performance and flexibility designed to meet the rigors of setting a wide variety of tile and stone for fast track commercial installations.

Grout serves as a critical component and CUSTOM's CEG-IG Industrial Grade Commercial Epoxy Grout is ideal for this application. This 100-percent solids, water-cleanable epoxy grout incorporates high chemical, stain and temperature resistance along with easy installation. CEG-IG is also stain resistant, fast curing, able to better withstand common commercial kitchen cleaning agents and is available in 40 colors. A video that demonstrates CEG-IG's performance is available at <http://www.custombuildingproducts.com/products/grout-materials/epoxy-grout/ceg-ig.aspx>

"Commercial kitchens and food processing facilities are among the most demanding environments for tile and mortars, and Custom Building Products has a full line of products suited to handle all the inherent challenges," said Steve Taylor, director of technical and architectural marketing for Custom Building Products. "Selecting tiles that are appropriate for harsh conditions such as commercial kitchens is one thing, but that's not always enough. These CUSTOM installation products are designed to withstand the most unforgiving environments such as commercial kitchens and food processing facilities."

About Custom Building Products

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 a comprehensive line of surface preparation products like WonderBoard® Lite backerboards and RedGard® waterproofing and crack prevention membrane, thin-set, lightweight and large format tile mortars, professional grouts like Fusion Pro™, Prism®, CEG™ and Polyblend® as well as TileLab® and Aqua Mix® maintenance products and SuperiorBilt® tools are considered among the most popular and most trusted by industry professionals. Complete and qualifying 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.

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