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CUSTOM ANNOUNCES MAJOR GROUT COLOR REFRESH

With the best 40-color palette now available across its entire line, plus eight specialty Fusion Pro® colors, CUSTOM solidifies its industry leadership

SEAL BEACH, Calif. – Jan. 19, 2015 – Custom® Building Products (<http://www.custombuildingproducts.com/>), the leading provider of flooring preparation products and tile and stone installation systems, reinforces its position as the industry leader in grout with a significant color refresh that spans its spectrum of grout products. Beginning in March, 2015, CUSTOM will offer a 40-color palette available in all of its grouts, providing the best color options for today's tile trends. Designers, tile contractors and property owners can have both the performance grout that is the best for the job in addition to the color they want to coordinate with their tile.

CUSTOM's array of standard colors will cover the company's established grout lines, including Fusion Pro® Single Component® Grout, CEG-Lite™ 100% Solids Commercial Epoxy Grout, CEG-IG 100% Solids Industrial Grade Epoxy Grout, Prism® Color Consistent Grout, as well as Polyblend® sanded and unsanded cementitious grouts. CUSTOM's Commercial 100% Silicone Caulk will also be available in all 40 colors.

The carefully-planned palette adds nine new colors to CUSTOM's most popular established hues for a refined series of industry-leading grout color selections. "CUSTOM already had a strong palette, so I worked with them to develop new colors inspired by nature in the form of water, sand and fog in muted gray, brown, blue and green tones," said color consultant Peggy Van Allen, CMG. The names for CUSTOM's newest grout colors reflect their natural origins: Walnut, Graystone, Driftwood, Rolling Fog, Bleached Wood, Cape Gray, Ice Blue, Truffle and Surf Green.

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The new palette includes common neutrals and accents to harmonize with popular tile styles. The darker brown tones complement wood-look, plank shape tile, and the grays blend well with weathered or distressed tile themes. Subtle blues and greens play off glass tile to round out the additions to the 40 color lineup. In addition to these colors, Fusion Pro grout will also be available in an additional eight Designer Series options of reflective color accents for a total Fusion Pro palette of 48 colors in all.

“CUSTOM has made the commitment to offer customers its high performance grouts, like Fusion Pro stain resistant grout, in a comprehensive palette of color choices,” said Prashant Panchal, senior channel marketing manager for Custom Building Products. “All jobs, large and small, commercial and residential, benefit from having a low maintenance, high-performance grout installed. We never want color to be a limiting factor. With Custom Building Products’ newly enhanced line of grout colors, tile installations become higher performing and more creative than ever before.”

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.