



CUSTOM®

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For more information contact:
Karlee Nevares
(562) 296-9546
karleen@cbpmail.net

CUSTOM LAUNCHES NEW FUSION PRO® DESIGNER SERIES

Eight new designer-inspired reflective color accents add sparkle

SEAL BEACH, Calif. – Jan. 19, 2015 – In an extension of the stain-proof Fusion Pro® Single Component Grout®, Custom® Building Products (<http://www.custombuildingproducts.com/>), the leading provider of flooring preparation products and tile and stone installation systems, announces a new collection of eight designer-inspired specialty colors that deliver light-reflecting effects. The Fusion Pro® Designer Series maintains all the same stain resistance, color consistency and ease of use benefits of Fusion Pro with added visual pizzazz.

The Designer Series colors incorporate nature-inspired metallic and mineral colorations. These reflective colors highlight the beauty of glass tile, contemporary porcelains, ceramics and more. They are ideal for backsplashes, bathrooms or themed architecture in commercial or residential settings, as well as any place that can benefit from an added sparkle and color effect.

CUSTOM's Fusion Pro Designer Series colors include Starlight, Moonshadow, Ice Crystal, Glitter, Raw Sugar, Starry Night, Gold and Smoked Quartz. The new color schemes are part of a larger grout color palette refresh across CUSTOM's entire grout line. With the update, Fusion Pro is now available in 40 colors plus eight Designer Series options for a total palette of 48 colors.

(more)

“We worked with leading design consultants, interior designers, professional colorists and tile manufacturers to identify this exciting group of color options,” said Prashant Panchal, senior channel marketing manager for Custom Building Products. “This gives tile professionals even more options to be able to select the color they need without sacrificing the stain resistant benefits of Fusion Pro grout.”

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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