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CUSTOM INTRODUCES VERSABOND®-LFT FOR LARGE FORMAT TILE

Newest mortar for large format tile rounds out CUSTOM's offering for large and heavy tile or stone

SEAL BEACH, Calif. – Jan. 19, 2015 – Custom® Building Products (<http://www.custombuildingproducts.com/>), the leading provider of tile and stone installation systems, introduces its VersaBond® -LFT for Large Format Tile, a complementary product to VersaBond, CUSTOM's popular everyday thin-set mortar.

VersaBond LFT is designed for use with large format tile on floors and further extends CUSTOM's venerable VersaBond product brand, the thin-set mortar trusted by professionals and DIYers alike across North America. It is designed for use in most standard large format tile floor installations with porcelain, ceramic or natural stone 15" or greater on any side. The product's non-slump formula can be used as a thin-set or medium-bed (dry-set) mortar up to ¾" on floors and it bonds well to concrete, cement backerboards such as WonderBoard® Lite as well as plywood. Both white and gray mortar options are offered.

"With the significant shift in the market from smaller to large format tile, CUSTOM has engineered a wide range of mortar options to support these installations," said Eric Carr, director of channel marketing for Custom Building Products. "Each is designed to meet a different segment of the market based on performance and price point. If a tile contractor was planning on using VersaBond, simply ask for VersaBond-LFT to get the added performance required for larger tile."

(more)

VersaBond LFT exceeds ANSI A118.4 and A118.11 standards without the need for additives. It is one of several products among CUSTOM's complete family of medium-bed (dry-set) mortars for large format tile, which includes ProLite® Rapid-Setting Tile & Stone Mortar, a lightweight mortar used for a fast, easy and high-strength tile installation. ProLite is an advanced mortar that offers high-performance and flexibility designed for the rigors of large format tile and stone installations. Megalite® Crack Prevention Mortar is another high-performance, lightweight CUSTOM mortar that offers bonding strength for the most demanding installation requirements. It offers the flexibility to withstand horizontal substrate movement up to 1/8" (3 mm). Complete Contact-LFT Large Format Tile & Stone Mortar (a flowable mortar for floor applications) rounds out the total offering.

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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