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CUSTOM INTRODUCES NATURAL STONE AND LARGE TILE MORTAR

Formerly called Marble, Granite & Travertine Mortar, this premium product for large and heavy tile carries CUSTOM's lifetime warranty

HUNTINGTON BEACH, Calif. – JUNE 4, 2015 – To better reflect its versatile application, [CUSTOM®](#) announces its newly renamed Natural Stone and Large Tile Mortar, previously known as Marble, Granite and Travertine mortar. This premium product is part of CUSTOM's comprehensive family of modified dry-set mortars for large and heavy tile.

The product renaming comes in response to the industry trend toward larger size field tiles. While Natural Stone and Large Tile Mortar was first conceived to specifically address the unique installation challenges of natural stone, the new name more clearly communicates its capabilities to successfully hold and support a wider variety of tile products on vertical and horizontal surfaces. This premium mortar is engineered to support the weight of large and heavy ceramic or porcelain tile measuring 15" or greater on one or more sides, as well as all natural stone tiles that are inherently heavier. It can also be used with clay pavers and other thin or medium bed applications.

"Tile sizes have changed. Today, we see larger tiles, such as 12"x24" and plank shape tiles in a variety of lengths from 24" to 48", that require a different type of mortar. CUSTOM's Natural Stone and Large Tile Mortar offers premium performance for the installations of these tiles with non-slump support for flat, even floor installations and non sag / non slip properties for wall installations," said Eric Carr, director of product and channel marketing – construction.

CUSTOM's Natural Stone and Large Tile Mortar is available in white or gray and is eligible for up to a lifetime warranty when used with a qualifying CUSTOM system of

surface preparation and grout products. It exceeds ANSI A118.4 and A118.11 standards without the need for additives.

CUSTOM offers numerous other products among its family of large format tile mortars, such as its top-of-the line MegaLite® Crack Prevention Mortar with lightweight performance and crack isolation. Also included are ProLite® Rapid Setting Tile & Stone Mortar, Complete Contact-LFT Rapid Setting Mortar, FlexBond® LFT Crack Prevention Medium Bed Mortar and VersaBond® LFT Fortified Medium Bed Mortar.

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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