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**CUSTOM® ADDS CRACK PREVENTION UNCOUPLING MAT TO REDGARD® FAMILY**  
***Unlike Competitive Products, Can Be Installed Using Modified Mortars***

HUNTINGTON BEACH, Calif. – Jan. 19, 2016 – [Custom® Building Products](http://CustomBuildingProducts.com), the leading provider of tile and stone installation systems, strengthens its family of RedGard® products with the addition of RedGard® Uncoupling Mat. Uniquely designed for installations using polymer-modified thin set mortars, RedGard Uncoupling Mat is an environmentally-friendly crack isolation, waterproofing and vapor management membrane for tile, porcelain and natural stone installations over most substrates including oriented strand board (OSB), plywood and concrete.

“RedGard Uncoupling Mat is lighter than traditional backer boards, reducing the weight of tile assemblies and making it easier to carry on jobsites,” notes Director of Product and Channel Marketing-Construction, Eric Carr. “It requires no dry time so flooring contractors can complete projects quickly and easily.”

“We recommend installing RedGard Uncoupling Mat, and the tile over it, with a polymer-modified thin set mortar, which is consistent with TCNA guidelines. This helps to ensure a quality installation that meets today’s standards,” notes Steve Taylor, Director of Architectural and Technical Marketing for Custom Building Products.

Featuring heat-welded fleece on top and bottom, RedGard Uncoupling Mat delivers crack-isolation performance by locking mortar onto the mat at every point of contact for a strong mechanical bond. No mechanical fasteners are required. It is engineered to absorb stress and preserve the surface and integrity of tile and grout. In

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In addition to providing strong crack prevention in tile, waterproofing and vapor management in tile installations, RedGard Uncoupling Mat contributes to green building standards.

Formerly called SpiderWeb II, RedGard Uncoupling Mat is made from more than 70 percent recycled pre-consumer materials by weight and contains no volatile organic compounds (VOCs), which make it eligible for U.S. Green Building Council LEED MR4 credits. It also meets the American National Standards Institute (ANSI) A108.01, A108.17, A118.10 and A118.12.

Tile installations completed with RedGard Uncoupling Mat can be waterproofed and protected from moisture by using RedGard Seam Tape on seams, transitions and corners. The mat will be available nationally (spring of 2016) in 1-meter-by-30-meter and 1-meter-by-5-meter rolls. A 30 meter roll replaces up to 21 sheets of ¼" backer board.

RedGard Uncoupling Mat carries up to a lifetime system warranty, when used as part of a qualifying system of eligible tile installation products. For more information on RedGard Uncoupling Mat, watch the video overview and installation instructions at <http://www.custombuildingproducts.com/products/surface-preparation/waterproofing-membranes-underlayments/redgard%C2%AE-uncoupling-mat.aspx>.

### **About Custom® Building Products**

Custom® Building Products, based in Huntington Beach, Calif., 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 WonderBoard® Lite backerboards, Fusion Pro™, Prism®, CEG-Lite® and Polyblend® grouts, a comprehensive line of lightweight mortars, TileLab® and AquaMix® maintenance products, and SuperiorBilt® tools, are considered among the most popular and most trusted by industry professionals. Custom Building Products continually raises standards for the tile and stone industry through its commitment to provide performance-driven installation systems and support.

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CUSTOM's website offers comprehensive resources including product and warranty information, installation specifications and technical support. For more information on the company's broad family of quality tile and stone installation products, please call (800) 272-8786 or visit [www.custombuildingproducts.com](http://www.custombuildingproducts.com).

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