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CUSTOM® UPDATES ITS FORMULAS FOR LEVELQUIK® FAMILY
New formulas improve handling, crack resistance
and coverage for superior workability

HUNTINGTON BEACH, Calif. – Jan. 19, 2016 – In an improvement to its flagship self-leveling underlayment products for use under tile, [Custom® Building Products](#), the leading provider of tile and stone installation systems, announces formula upgrades for its [LevelQuik® Self-Leveling Underlayment](#) family of products. This includes LevelQuik RS, for rapid setting applications and LevelQuik ES, with extended setting properties, as well as LevelQuik Primer.

“In the past year, CUSTOM’s research and development team took a special interest in creating new advances in leveler chemistry to upgrade these industry-leading products with state-of-the-art technology,” said Eric Carr, director of product and channel marketing-construction at CUSTOM. “The result is benchmark-setting performance, easy handling and a smooth finish time after time. It’s everything tile contractors have come to expect from LevelQuik and more.”

CUSTOM’s new LevelQuik formula provides superior crack resistance, better handling and even greater coverage. Its Controlled Cure Technology™ regulates the rate at which water evaporates during the curing process, prompting fast and consistent hydration. LevelQuik also helps eliminate installation problems including bond failure, crumbling and staining of resilient flooring caused by free moisture found in traditional underlayments. Look for CUSTOM’s updated LevelQuik products with a refreshed package design.

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Similarly, LevelQuik primer boasts a new, advanced formula with improved adhesion, fast drying, excellent coverage and suitability for use with all common substrates.

CUSTOM's LevelQuik Self-Leveling Underlayment products help installers level floors prior to the installation of ceramic tile and natural stone. They can also be used with resilient flooring, carpet, wood and other floor coverings. Both LevelQuik RS and LevelQuik ES seek their own levels in minutes after pouring. With proper installation, LevelQuik can achieve an extra heavy rating for use in food processing plants, commercial kitchens and other high impact areas.

CUSTOM's team designed all of these products to be compatible with existing formulas to eliminate issues on jobsites.

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 standard thinset and large format tile mortars, as well as TileLab® and Aqua Mix® maintenance products and SuperiorBilt® tools, plus its WonderBoard® Lite backerboards, RedGard® waterproofing membrane, SimpleMat® tile setting mat, Fusion Pro™, Prism®, CEG™ and Polyblend® grouts, 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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