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**CUSTOM® REPACKAGES POPULAR PRISM® ULTIMATE PERFORMANCE CEMENT GROUT**  
***New Box Highlights Versatility for Tile and Stone Installations***

HUNTINGTON BEACH, Calif. – Sept. 13, 2017 – [Custom® Building Products](#), the leading provider of flooring preparation products and tile and stone installation systems, recently repackaged its [Prism® Ultimate Performance Cement Grout](#) to reinforce the key attributes preferred by architects, designers, specifiers, contractors and installers. Designed to deliver attractive, high-quality tile surfaces while preventing costly and time-consuming call-backs, Prism® Ultimate Performance Cement Grout is now available in an eye-catching, multi-colored 17-pound box. The front and side panels of the new box highlight the benefits of this versatile grout.

- Uniform, consistent color
- No efflorescence
- Stain resistant
- Lightweight for superior handling
- Same coverage area as 25-pounds of traditional sanded grout
- Ideal for all grout joint sizes up to 1/2" including submerged grout

A proven, go-to option for a wide variety of tile installation projects, Prism® Ultimate Performance Cement Grout meets ANSI A118.7 and is formulated for higher strength, more resistance to cracking and less water absorption to reduce the likelihood of staining. Prism® Ultimate Performance Cement Grout will not mottle or shade in the grout joint regardless of tile type, temperature or humidity, and does not contribute to efflorescence. The density of Prism® Ultimate Performance Cement Grout provides greater stain resistance while its rapid-setting formula speeds project completion.

Prism® Ultimate Performance Cement Grout is a lightweight material giving installers unmatched handling and workability. More than 30 percent lighter than standard grouts and made of 15 percent post-consumer recycled content (by weight), Prism®

Ultimate Performance Cement Grout also contributes to LEED certification credits. Prism® Ultimate Performance Cement Grout is available in a comprehensive palette of 40 colors to accommodate the look of any floor, countertop, wall, ceiling, shower, fountain, pool or other tile project.

### **What Contractors Say**

“Prism is more colorfast than other cement grouts and we do not see any mottling, which makes everyone happy,” said Mark McCandless from Charles McCandless Tile of Santa Ana, Calif.

“We love Prism’s color consistency and it is super easy to use,” said Jeff Blanchard of American Tile and Marble of Shreveport, La.

“Prism has great colorfastness, which is huge, and it has excellent handling, making it very easy to work with,” said Dan Harrison from J. Colavin and Son of Los Angeles.

View the video highlighting the versatility of Prism® Ultimate Performance Cement Grout <http://www.custombuildingproducts.com/reference-library/videos/prism%C2%AE-ultimate-performance-cement-grout-the-versatile-go-to-grout.aspx>

For more information on Prism® Ultimate Performance Cement Grout or other Custom® Building Products grout options, visit [www.custombuildingproducts.com](http://www.custombuildingproducts.com).

### **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](http://www.custombuildingproducts.com) or call (800) 272-8786.

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