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STEVE TAYLOR RETIRES FROM CUSTOM® BUILDING PRODUCTS
Industry Voice and Product Innovator Concludes Storied 40-Year Career

HUNTINGTON BEACH, Calif. – Dec. 18, 2017 – Highly respected industry veteran, Steve Taylor is retiring from [Custom® Building Products](#), the leading provider of flooring preparation products and tile and stone installation systems, after nearly 30 years of service. Credited with numerous product innovations and for helping define installation best practices during his 40-year career, Taylor's impact on the ceramic tile industry is undeniable and his presence will be missed.

Taylor joined CUSTOM® as Technical Director in 1990 and rose through the ranks culminating as Director of Architecture and Technical Marketing, which is a post he has held since 2010. During his tenure at CUSTOM®, Taylor played a key role in developing industry-first products like SimpleMat®, Fusion Pro® Single Component® Grout and AcrylPro® Adhesive. These types of revolutionary innovations not only contributed to the success and growth of CUSTOM®, but helped shape the industry as a whole.

Taylor's passion and commitment over the years has extended beyond CUSTOM® to roles with organizations responsible for mandating the quality and guidelines for proper ceramic and natural stone tile installation.

- Board of Directors for the Tile Council of North America (TCNA)
- Vice President of Material & Methods Standards Associations (MMSA)
- Ceramic Tile Institute of America Certified Tile Consultant (CTC)
- ANSI, ISO, Green Squared Initiative and TCNA Handbook Committees

A TCNA Lifetime Achievement Award recipient, Taylor has authored hundreds of articles, white papers and technical documents, and served as speaker at many trade events during his career. Taylor earned his Bachelor of Science in Chemistry and Master's in Business Administration from California State Polytechnic University-Pomona.

“Steve is not only the smartest individual that I've had the pleasure of working with during my 36 year career in the business, but he's also a first class individual with the patience of a saint,” said Nick Macrino, a commercial architectural representative at Custom® Building Products. “His expertise in regards to product development and explaining the chemistry of why products either work or don't work provided me the complete picture on the how it all comes together in a tile assembly. With his easy going demeanor and depth of his character, it's no surprise that he's achieved such great professional success.”

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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