

FOR IMMEDIATE RELEASE

For more information contact: Chad Corley (404) 808-9865 ccorley@quikrete.com

CUSTOM® BUILDING PRODUCTS MAKES FUSION PRO® GROUT EASIER TO SPREAD AND CLEAN Enhanced Formula Also Improves Performance in Wet Areas

HUNTINGTON BEACH, Calif. – April 2, 2018 – <u>Custom® Building Products</u>, the leading provider of flooring preparation products and tile and stone installation systems, recently enhanced the formula of <u>Fusion Pro® Single Component® Grout</u>, making it easier to spread and clean. The only grout with a stain proof and color perfect guarantee, patented Fusion Pro® is ready-to-use right out of the bucket and requires no sealing. Fusion Pro® is ideal for interior or exterior and commercial or residential installations – and the formula enhancements have greatly improved the grout's performance specifically in wet areas, such as showers.

Fusion Pro® grout cures hard and dense like cement grouts, but is not susceptible to the staining, mottling, fading or color shading common in its porous counterparts. As a result, contractors can avoid costly repairs or multi-part alternatives by grouting tile and natural stone with Fusion Pro®. In addition, Fusion Pro® is applied and cleaned immediately, with no wait for slaking or setting up, saving valuable time on each project.

Appropriate for virtually all types of tile and natural stone with grout joints ranging from 1/2-inch to 1/16-inch, Fusion Pro® offers a lifetime warranty that protects tile installations against common household staining agents such as foods, oils and non-acidic cleaners. Fusion Pro® also delivers color consistency from bucket to bucket, helping ensure the desired appearance is achieved.

Available in 40 standard colors and eight <u>Designer Series</u> options, Fusion Pro® comes in one gallon and one quart pails and includes Microban® antimicrobial protection. For more information on Fusion Pro®, visit 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 or call (800) 272-8786.

###