



**FOR IMMEDIATE RELEASE**

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

**CUSTOM® BUILDING PRODUCTS NAMED FLOORING SUPPLIER PARTNER OF THE YEAR  
BY THE HOME DEPOT**

HUNTINGTON BEACH, Calif. – Oct. 15, 2018 – [Custom® Building Products](#), the leading provider of flooring preparation products and tile and stone installation systems, recently received The Home Depot's Supplier Partner of the Year Award in the flooring category. The annual award recognizes suppliers that provide best-in-class products, unmatched distribution, strategic marketing and exceptional customer service.

"We pride ourselves on delivering the most comprehensive, highest quality line of tile and stone installation products on the market," said Reeve Haldeman, Corporate Vice President of Marketing and Retail Sales for Custom Building Products. "We also stand behind our products with a system warranty, a robust R&D and quality-control department, and a knowledgeable customer care team. Earning this award from The Home Depot is validation of our shared commitment to customers and their positive project experience.

CUSTOM® offers proven surface preparation, setting, grouting, and care and maintenance products used for interior and exterior tile and stone installations in residential, commercial and industrial environments. Highlighting the family of CUSTOM products includes:

- [Prism® Ultimate Performance Cement Grout](#) – The standard in cement based grout technology, Prism's calcium Aluminate cement based formula offers consistent color with no shading regardless of tile type, temperature or humidity. And it will not effloresce. The rapid setting formula results in high early strength and dense joints for the highest stain resistance in grout joints up to 1/2". A unique blend of lightweight recycled glass and fine aggregate sand allows for a smooth consistency that is easy to spread and clean.

- [Fusion Pro® Single Component® Grout](#) – The original stain proof, color perfect grout, Fusion Pro professional grade sanded grout features unsurpassed stain resistance with no sealing required. Its Single Component formula is ready to use and easy to spread and clean. Fusion Pro can be installed in commercial and residential environments, interiors and exteriors, and on walls and floors and specifically shower floors. Its patented formulation can be applied on all tiles and has built-in Microban antimicrobial product protection.
- [ProLite® Premium Large Format Tile Mortar](#) – Offering high bond strength in a lightweight formula, ProLite features excellent handling characteristics for a wide variety of floor and wall tile installations. Excellent for setting large format tile (LFT), heavy tile or stone, ProLite will not sag or slip on walls and offers non-slump performance for floor installations. Capable of thin-set or medium bed application up to 3/4" (19 mm) thick on horizontal surfaces after beat-in. Formulated with CustomLite® Technology, ProLite is 40 percent lighter than traditional mortars. For interior and exterior installations. A 30-pound (13.6 kg) bag covers the same area as a 50 lb. (22.68 kg) bag of traditional mortar. Formulated with post-consumer recycled material, it contributes to LEED® certification. ProLite contains up to 22 percent recycled content by weight and 48 percent recycled content by volume. Exceeds ANSI A118.4TE, A118.15TE and A118.11 without the need for additives. It is also available in a rapid setting formula.
- [RedGard® Liquid Waterproofing and Crack Prevention Membrane](#) – A ready-to-use elastomeric waterproofing membrane for both commercial and residential tile and stone application. Suited for interior and exterior substrates, RedGard® creates a continuous waterproof membrane barrier with outstanding adhesion and reduces crack transmission in tile and stone floors. It bonds directly to clean metal drains, PVC, stainless steel and ABS drain assemblies and can be used as a slab-on-grade moisture vapor barrier under all types of floor coverings.

For more information on CUSTOM products, 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.

###