



**FOR IMMEDIATE RELEASE**

Chad Corley  
(404) 808-9865  
chad.corley@quikrete.com

**CUSTOM® INTRODUCES EIGHT NEW GROUT COLORS AND POLYBLEND® PLUS AT SURFACES**  
***Asserts "Right Grout. Right Color. For Any Job."***

HUNTINGTON BEACH, Calif. – Jan. 28, 2020 – [Custom® Building Products](http://www.custombuildingproducts.com), the leading provider of flooring preparation products and tile and stone installation systems, today affirmed "Right Grout. Right Color. For Any Job" declaration with the introduction of eight new grout colors and Polyblend® Plus. Widely regarded as the industry leader in grout solutions, CUSTOM® is showcasing its new designer-inspired colors and upgraded Polyblend® product at The International Surface Event in Las Vegas at the Mandalay Bay Convention Center on Jan. 28-30, 2020.

Color is a touchstone of all modern architecture, which is why CUSTOM collaborates regularly with third-party designers and consultants to assure its grout palette is always trend forward. Through a very deliberate process, colors ranging from bold to neutral representing design trends across various categories including health and happiness were explored. After testing options with designers, installers and homeowners, eight new grout colors were selected: Arctic White, Cool White, Ash, Warm Gray, Shadow, Steel Blue, Coffee Bean, Brown Velvet. With 40 colors available in all of its grouts, CUSTOM gives unlimited design flexibility to handle complex bold tile patterns to classic natural stone installations.

In addition to refreshing its grout palette with eight new colors, CUSTOM also found a way to make the most popular grout in North America, Polyblend, even better. Polyblend Plus has brighter, enhanced color and is more efflorescence resistant than its predecessor without compromising the durability professionals expect from the proven Polyblend product. Available in sanded and non-sanded versions, Polyblend Plus accommodates joints up to 1/8" (3mm) and meets ANSI A118.7.

For more information on the full line of CUSTOM tile and stone installation 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.

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