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**CUSTOMTECH® FLOORING PREPARATION SYSTEM DEBUTS AT WORLD OF CONCRETE
Launches New TechPatch™ TW as Introduction to Division 3 Construction Community**

HUNTINGTON BEACH, Calif. – Feb. 4, 2020 – [CustomTech®](#) formally introduces the industry's most advanced flooring preparation system to CSI Division 3 construction professionals with debut at the World of Concrete. Developed in collaboration with commercial contractors, the full line of CustomTech flooring preparation products including its new TechPatch™ TW (Tilt Wall) will be showcased at the show in booth S11039 at the Las Vegas Convention Center from Feb. 4-7, 2020.

"As a division of [Custom® Building Products](#) and part of [The QUIKRETE® Companies](#), CustomTech is grounded in nearly 140 years of concrete and floor prep experience," said Eric Carr, vice president, commercial marketing and product management at Custom Building Products. "In addition, our world-class solutions are designed by pros for pros for the largest, most challenging projects like pumping self-leveling underlayment 60-stories and finishing each floor within required tolerance. We're at the World of Concrete so contractors and other industry professionals know they can count on CustomTech for even the toughest jobs."

CustomTech covers every facet of floor preparation for any type of floor covering with high-performance patches, levelers, primers and moisture mitigation products. The latest addition to CustomTech's portfolio is TechPatch TW, which is a rapid-curing, calcium aluminate cement based compound that makes finishing vertical interior and exterior concrete and masonry surfaces fast and easy. Ideal for hiding chips, holes and irregularities on tilt-up concrete as well as preparing cast concrete and masonry surfaces for painting or sealing, TechPatch TW dries in 15-60 minutes. Available in 10-pound boxes, TechPatch TW can be applied from 1/16" featheredge to 3" thick.

TechPatch TW along with [Silk Patching & Finishing Compound](#) and [TechPatch RP](#) (Ramp Patching) will be demonstrated twice daily in The QUIKRETE Companies' booth S10326 at the World of Concrete. For more information about CustomTech, visit <https://www.customtechflooring.com>.

About CustomTech®

A QUIKRETE® Company and division of Custom® Building Products, CustomTech® provides the most advanced flooring preparation systems for large, complex commercial and industrial projects in North America. The company's high-performance solutions were formulated alongside contractors to meet the most stringent strength, durability and ease-of-use project requirements. The CustomTech line features patches, levelers, primers and moisture mitigation products that are backed by an industry-leading lifetime system warranty. For more information on CustomTech flooring installation system products and supporting resources including product specifications, installation specifications, warranty information and technical support, call (800) 272-8786 or visit www.customtechflooring.com.

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