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CUSTOMTECH® TECHLEVEL™ WSF WINS 2020 MOST INNOVATIVE PRODUCT AWARD

HUNTINGTON BEACH, Calif. – March 11, 2020 – [CustomTech® TechLevel™ WSF](#) Fiber Reinforced Self-Leveling Underlayment was recently named a 2020 Most Innovative Product (MIP) winner. Annual recognition by Hanley Wood for the most innovative new products at the World of Concrete, TechLevel WSF claimed the Expert's Choice award in the Repair/Demolition Materials, Tools & Equipment category.

“Winning this prestigious MIP not only validates the advantages of TechLevel WSF, but it also reinforces our comprehensive approach to developing the most advanced flooring preparation system on the market today,” said Eric Carr, vice president, commercial marketing and product management at Custom® Building Products. “Through ongoing collaboration with contractors, we've designed a family of high-performance patches, levelers, primers and moisture mitigation products that meet the demands of any job. The industry benchmark for self-levelers, TechLevel WSF exemplifies the unmatched performance delivered by all CustomTech solutions.”

A high flow, fiber reinforced calcium aluminate based self-leveling underlayment, TechLevel WSF eliminates the time-consuming and labor-intensive process of attaching metal lath to wood subfloors, so floor covering installations are faster, easier and more profitable. Also ideal for use on concrete, ceramic tile, cement and epoxy terrazzo and gypsum-based substrates, TechLevel WSF cures quickly and develops high early strength. TechLevel WSF exceeds industry requirements for substrate flatness to accommodate a wide variety of resilient floor covering installations including ceramic tile, natural stone, terrazzo, wood, carpet and vinyl.

For more information about TechLevel WSF and other CustomTech solutions, 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.

About Hanley Wood

Hanley Wood, represents the housing industry's leading provider of rich data, backed by Zonda and Metrostudy, and the industry's top advisors for residential real estate development and new home construction. With products and services geared for homebuilders, multifamily developers, lenders, and financial institutions, we provide innovative solutions to maximize opportunities in today's real estate development landscape. Hanley Wood, Meyers Research, Zonda, Metrostudy and the company logo, are trademarks of Meyers Research, LLC and/or its subsidiaries.

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