



FOR IMMEDIATE RELEASE

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

**POLYBLEND® PLUS GROUT FROM CUSTOM® WINS PRESTIGIOUS GOLDEN HAMMER AWARD
FROM HARDWARE & BUILDING SUPPLY DEALER**

HUNTINGTON BEACH, Calif. – Aug. 21, 2020 – [Polyblend® Plus](#) grout from [Custom® Building Products](#) was recently named a [2020 Golden Hammer](#) award-winner from Hardware & Building Supply Dealer. The iconic award recognizes the best new building and home improvement products each year based on innovation, value, and shelf appeal as judged by the Hardware & Building Supply Dealer editorial staff.

Affirming its “Right Grout. Right Color. For Any Job” declaration, Custom Building Products 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) for interior or exterior installations including floors, countertops, walls, ceilings, showers, fountains and pool. The polymer-modified, cement-based grout produces hard, dense joints that resist shrinking, cracking, and wear.

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

###