



CUSTOM[®]

FOR IMMEDIATE RELEASE

For more information contact:
Karlee Nevares
(562) 296-9546
karleen@cbpmail.net

CUSTOM INTRODUCES HIGH-PERFORMANCE GLASS TILE PREMIUM THIN-SET MORTAR

New mortar delivers unsurpassed bond strength and consistent bright white color for installing smooth, clear or translucent larger-format glass tile

SEAL BEACH, Calif. – January 3, 2013 – Custom Building Products

[\(http://www.custombuildingproducts.com/\)](http://www.custombuildingproducts.com/) announces [Glass Tile Premium Thin-Set Mortar](#), a new high-performance thin-set mortar that delivers the ultimate in bond strength for all types of larger-format glass, mosaic and other smooth, impervious tile. Glass Tile Premium Thin-Set Mortar is a single component mortar with a high polymer content engineered specifically for the most demanding installations.

Once used exclusively as accent tiles, glass tile is now more prevalent in both commercial and residential applications. As its popularity grows, glass tile is also increasing in size. Larger format glass tile is difficult to bond to, and requires exceptionally high bond strength. Custom's Glass Tile Premium Thin-Set Mortar offers the highest bond strength in the industry, exceeding ANSI A118.4, A118.11 and A137.2 requirements. Its non-slip, non-sag formula keeps glass tile firmly in place with minimal shrinkage, even on vertical installations.

“Custom's research and development engineers have created a premium thin-set that meets both the performance and aesthetic challenges of glass tile installations,” said Thomas Carroll, product manager for Custom Building Products. “Our Glass Tile Premium Thin-Set Mortar offers an unprecedented combination of bond strength, a creamy, easy-to-trowel formula, and consistent bright white color. Tile professionals can use Glass Tile Premium Thin-Set Mortar with confidence, knowing that they will see performance and results that assure a beautiful, successful installation.”

(more)

Unlike ceramic tile, where the mortar is usually not visible in a finished installation, the color of the mortar can have a significant impact on the outcome of a project using clear, translucent or iridescent tile. Custom's Glass Tile Premium Thin-Set Mortar is designed with a process-controlled, color consistent formula that ensures the same bright white color across the entire installation, creating a bright white background that accentuates the beauty and brilliance of glass tile. Its smooth, creamy formula is easy to spread, ensuring proper, even coverage for superior results.

Glass Tile Premium Thin-Set Mortar is a single-component, high-polymer thin-set that mixes with water and does not require additives. The new mortar is currently available in 25-pound bags of color-consistent bright white.

About Custom Building Products

Custom® Building Products is widely recognized as the premier provider of performance-driven tile and stone installation systems for the North American market. The company's product brands, including WonderBoard® backerboards, Fusion Pro™, Prism® SureColor®, CEG-Lite® and Polyblend® grouts, a comprehensive line of lightweight mortars, TileLab® and AquaMix® maintenance products, and SuperiorBilt® tools are considered among the most popular and most trusted by industry professionals. Custom Building Products continually raises standards for the tile and stone industry through its commitment to provide performance-driven installation systems and support.

Custom's website offers comprehensive resources including product and warranty information, installation specifications and technical support. For more information on the company's broad family of quality tile and stone installation products, please call (800) 272-8786 or visit www.custombuildingproducts.com.

###