



**FOR IMMEDIATE RELEASE**

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### **CUSTOM MAKES WONDERBOARD® BACKERBOARD LIGHTER**

*Improvements to longstanding product line deliver same durable performance while reducing weight and making for easier installation*

SEAL BEACH, Calif. – March 19, 2013 – Custom® Building Products

(<http://www.custombuildingproducts.com/>) improves its WonderBoard® cementitious backerboard line with the launch of WonderBoard Lite. The new fiberglass mesh-reinforced cement backerboard for residential and commercial tile, stone, slate and thick-brick applications is up to 20 percent lighter than its predecessor while maintaining high-flexural strength and moisture resistance. WonderBoard Lite meets the performance standards of ANSI A118.9.

“CUSTOM's WonderBoard is an established brand that stands for durability and ease of use for do-it-yourselfers and professionals who depend on the product on a daily basis,” said Prashant Panchal, senior product manager for Custom Building Products. “Preparing walls, floors, ceilings and counters is now less demanding with the new WonderBoard Lite. It offers the ideal combination of a lighter weight backboard with the durability and performance standards of traditional WonderBoard.”

Developed for interior and exterior substrate applications, WonderBoard Lite backerboards feature an advanced cementitious formula reinforced to offer durable performance. The new formula also offers outstanding stability and moisture protection for wet area installations to reduce the damaging effects of moisture. It contains no wood fiber or gypsum.

(more)

CUSTOM now offers WonderBoard Lite in a 7/16-inch thickness designed to align to 1/2-inch drywall without the use of shims or spacers on wall studs. Preprinted patterns on the panel surface make it easy to score, snap, cut and fasten during installation.

WonderBoard Lite panel sizes include 36-inch by 60-inch by 7/16-inch for floors, walls and countertops, and 36-inch by 60-inch by 1/4-inch for floors and countertops.

### **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](http://www.custombuildingproducts.com).

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