

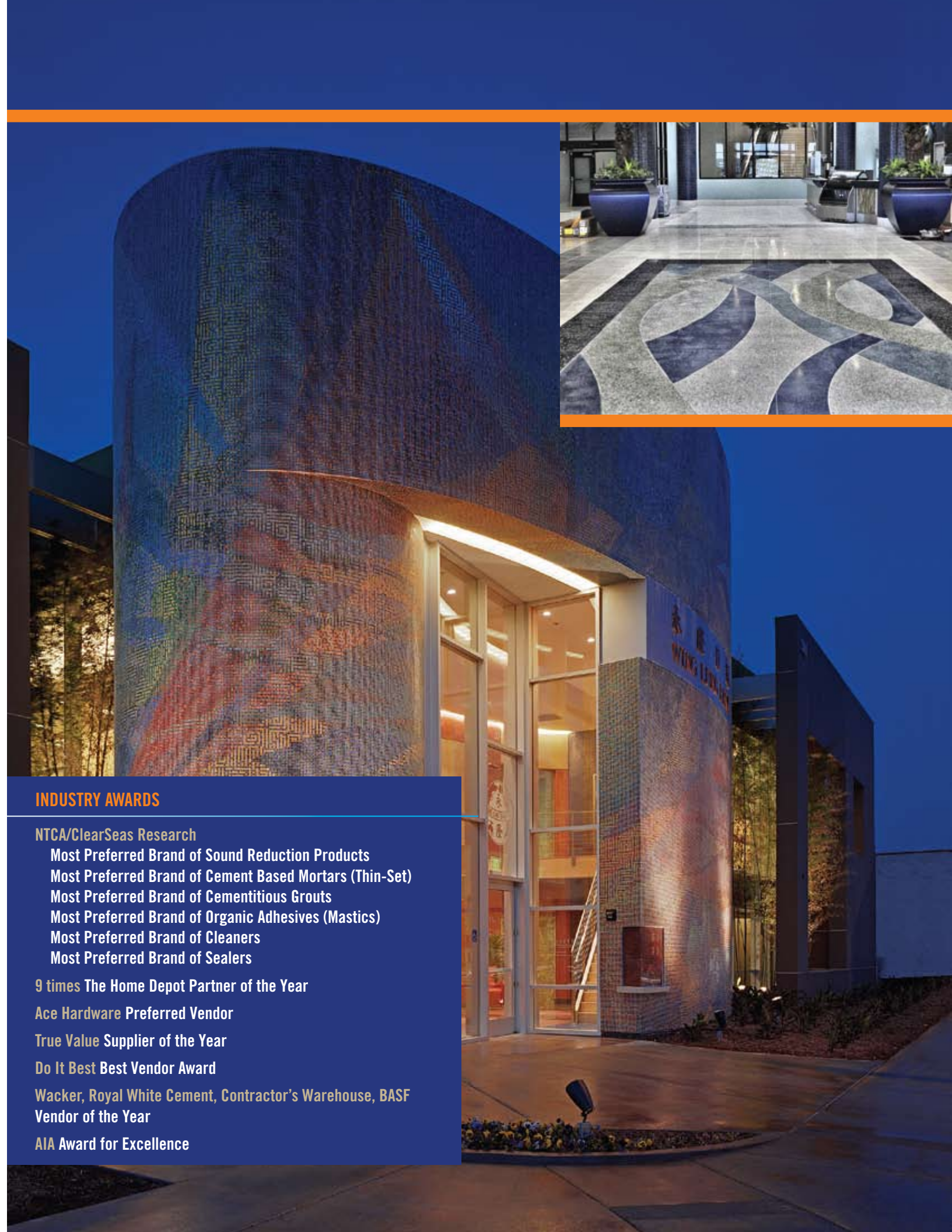


Custom Building Products

**The Leading Provider of Tile and Stone
Installation Systems in North America**

For almost 50 years Custom has been the industry leader for professional-grade products, exceptional customer service, and dedicated quality management for any tile or stone installation.





INDUSTRY AWARDS

NTCA/ClearSeas Research

- Most Preferred Brand of Sound Reduction Products
- Most Preferred Brand of Cement Based Mortars (Thin-Set)
- Most Preferred Brand of Cementitious Grouts
- Most Preferred Brand of Organic Adhesives (Mastics)
- Most Preferred Brand of Cleaners
- Most Preferred Brand of Sealers

9 times The Home Depot Partner of the Year

Ace Hardware Preferred Vendor

True Value Supplier of the Year

Do It Best Best Vendor Award

Wacker, Royal White Cement, Contractor's Warehouse, BASF Vendor of the Year

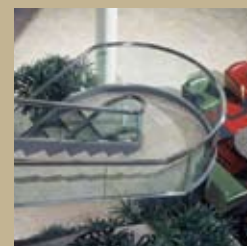
AIA Award for Excellence

Professional results require innovative, quality products.



Custom is the Largest Provider of Tile and Stone Installation Systems in North America. Whether it's commercial, industrial or residential applications, for almost 50 years Custom has been the industry leader for professional-grade products, exceptional customer service, and dedicated quality management for any installation.

Eleven manufacturing and distribution centers in the United States and Canada, partners in Central America, Australia/New Zealand, United Kingdom and United Arab Emirates (UAE), allow us to deliver high quality products and unparalleled service and support, yet we believe in more than just producing the products - we are continually moving forward with improved products that are easier to use, work better and last longer.



Strong Heritage Builds a Strong Future

- 1965** Custom Building Products was incorporated in May of 1965 with thin-set mortar ceramic tile adhesive as its first product.
- TODAY** Custom offers over 500 tile and stone installation products.
- 1966** Custom added a large warehouse to its facility as the company continued to grow with the introduction of dry tile grout and other tile-related products.
- TODAY** Custom has 14 manufacturing facilities occupying 1.4MM sq ft on 82 acres with 1.1M employees.

- 1970** Custom introduced colored tile grouts.
- TODAY** Custom maintains the largest grout color palette in the industry with America's #1 selling grout – Polyblend.
- 1980** Custom invested in equipment automation and refinements, including a computerized batching system. This system increased manufacturing capacity of construction products to 20 million pounds per month.
- TODAY** Custom has installed a new supply chain system (WMS) to boost service levels to customers while increasing efficiencies and outbound load quality levels.



Research and Development

Custom is constantly driving the industry toward advanced products positioned to meet the specific needs of the building materials market by innovating products that will enable customers to work smarter, not harder. Custom invests in aggressively pursuing industry innovations through research and development to create next generation products.

Custom pioneered the development of strong, lightweight products to help installers save time, impacting speed of installation. New lightweight epoxy products exceed traditional industry standards. The tile and stone market has demanded dimensional and fabricated stone leading Custom to care and maintenance products formulated for different types and finishes. For the increased construction of multi-family buildings *EasyMat* underlayment was developed with sound reduction properties.

Warranties

Because we make the best products, it's natural we would support them with the best warranty programs. For tile installation products, we offer the industry's only Lifetime Systems Warranty - proving how we stand behind our products.

Top Products

Custom sets the standard by manufacturing the most comprehensive product line of tile and stone installation materials.

Surface Preparation Products – backerboards, waterproofing and crack suppression membranes, self-leveling underlayments, mat underlayments

Setting Materials – a full line of top-performing thin-set mortars and adhesives, including lightweight products

Grouts – America's #1 Grout - Polyblend, sanded and non-sanded grouts, epoxies

Care & Maintenance – sealers, cleaners, problem solvers

Installation Tools – premium, standard and value choices of knee pads, spacers, sponges and more

Product Certifications and Ratings

Custom's products have a reputation for reliability as we are dedicated to researching and testing every product. Independent and resident labs test and confirm product analyses that set standards for Tile Council of North America (TCNA) and ANSI specifications.

- 1983** Custom acquired a flooring adhesive manufacturer.
- TODAY** *More than 10 acquisitions contribute to Custom's success, including WonderBoard, Superior Tools and AquaMix.*
- 1988** Custom extended its family of products to include tile sealers, finishers and cleaners.
- TODAY** *Custom offers 3 nationally-recognized brands to maintain tile and stone.*

- 1989** Custom acquires exclusive manufacturing rights to WonderBoard.
- TODAY** *Custom holds patents, registrations and trademarks on over 150 products.*
- 2000** Custom developed a unique industry program focused on tile and stone continuing educational support for architects, builders and specifiers.
- TODAY** *Custom's Architectural Resources program earned the prestigious American Institute for Architects (AIA) Award for Excellence.*



Education and Support

Custom's Quality Management principle is aimed at embedding awareness of quality in all organizational processes. It provides an umbrella under which everyone strives to create customer satisfaction.

Custom provides unparalleled customer support as our people have created a new standard of personalized consultations, on-time deliveries, order updates, accredited technical support and one-stop account management. We owe our success to our valued customers who entrust us with their business and allow us to be their partners.

Customer's benefit from the experience and education of Architectural and Technical Consultants – each team member is a Certified Tile Consultant (CTC) and many have earned additional accreditations as CSI, CDT, CCPR and LEED-AP to help customers make the right product choices.

- Continuing Education Seminars
- Hands-On Installation and Application Training
- On-Site Inspections
- Field Technical Support

Environment

Custom is committed to environmental responsibility – in the products produced and in manufacturing practices. Under this philosophy, we search for ways to reduce the burden on the environment and promote sustainability. Custom's Build Green™ program is a leading model in the construction industry, supplying customers with environmentally-friendly products and the peace of mind that they are contributing to a cleaner world. Whenever possible, Custom uses recycled materials in its products to conserve natural resources and reduce waste. Custom's lightweight products conserve energy by using less fuel in transportation. Regional production at 11 locations ensures reduced emissions. LEED® is a Registered Trademark of the U.S. Green Building Council. Most products contribute to LEED certification in at least one of three categories:



- Low-emitting materials that contribute to indoor environmental quality
- Recycled content
- Local manufacturing and raw materials from within 500 miles of manufacturing site

2005 Custom introduces MegaLite Crack Prevention Mortar and LevelLite Self-Leveling Underlayment.

TODAY Custom leads the industry with a complete line of ultra lightweight, high performance underlayments, thin-set mortars and grout with CustomLite Technology.

2006 Custom acquires Aqua Mix, a manufacturer and distributor of tile and stone maintenance products.

TODAY Aqua Mix emerges as a global leader of award-winning products.

2008 Custom expands business partnership in the Middle East, with distributor based in UAE.

TODAY Custom offers 3 nationally-recognized brands to maintain 30 countries worldwide.



◀ Wing Lung Bank – Alhambra, California



Custom Brands

Surface Preparation

WonderBoard®
EasyMat®
RedGard®
Levellite®
LevelQuik®

Setting Materials

MegaLite®
MegaFlex®
FlexBond®
ProLite®
VersaBond®

Grout Products

Prism®
Polyblend®
CEG-Lite™
Commercial Silicone
Caulk

Care Products

Aqua Mix®
TileLab®
StoneSpecific®

Installation Tools

SuperiorBilt®
Platinum®

Manufacturing and Distribution Center Locations

Bell, CA

Bakersfield, CA

Lithia Springs, GA

Grand Prairie, TX

Logan Township, NJ

Miami, FL

Frankfort, IN

Stockton, CA

Las Vegas, NV

Australia

Canada, East

Canada, West

Mexico

New Zealand

Dubai, UAE

United Kingdom

Industry Leadership

Custom plays an important role in the stone and tile care and maintenance industry with active involvement in the following organizations:

- Australian Stone Advisory Association (ASAA)
- Australian Tile Council (ATC)
- Building Stone Institute (BSI)
- Construction Specification Institute (CSI)
- Ceramic Tile Distributors Association (CTDA)
- Ceramic Tile Institute of America (CTIOA)
- Marble Institute of America (MIA)
- National Cleaning Supplies Association (NCSA)
- National Terrazzo and Mosaic Association (NTMA)
- National Tile Contractors Association (NTCA)
- Tile Contractors' Association of America (TCAA)
- Tile & Marble Association of Canada (TTMAC)
- United States Green Building Council (USGBC)

