

BUILDER INSTALLATION SYSTEMS



Tile & Flooring Installation Systems



CUSTOM®



The Tile Installation Leader is your Single Source for Tile and Flooring Installation Systems

Count on CUSTOM for No Call Backs

CUSTOM BUILDING PRODUCTS is North America's leader in tile and flooring installation systems.

It's easy to say you're an industry leader, but we prove it every day with our integrated systems of professional-grade products, our exceptional technical service and unequalled quality control.

CUSTOM produces a complete line of installation products for subfloor surface preparation, tile set, grout and maintenance. We are your single-source provider of performance-tested tile and stone installation products for any home building application.

Products you can use with confidence

CUSTOM's premium, professional-quality products are formulated to work together as a system for durability and performance. We stand behind our innovative products with the most comprehensive warranties in the industry.

That's why CUSTOM tile installation products are among the most popular in the industry and those trusted by professional contractors.

At CUSTOM, we build sustainability into everything we do. Our more than 100 Build Green® products are formulated with recycled content, offer regional manufacturing and produce lower VOC emissions. Look for the Emerald System™ program for the entire line of CUSTOM lightweight and environmentally responsible products.



Single-Family Detached Homes



Single-Family Detached Homes



Semi-Custom Homes

Technical Services from Tile Experts

Create enduring installations

CUSTOM has been helping builders succeed for over 50 years.

We understand the deadlines and technical challenges of construction projects. Our business is ensuring that tile work becomes—and remains—a beautiful and long-lasting showcase. CUSTOM's tile installation systems meet the demands of the project, and our Technical Services team serves the needs of the building professional.

The team offers unsurpassed technical expertise when it comes to recommending the right products and methods to ensure durable installations. Whether it's offering solutions on the phone, assisting at planning meetings or training in the field, CUSTOM Technical Representatives are here to turn tiling challenges into success stories.

Count on CUSTOM.



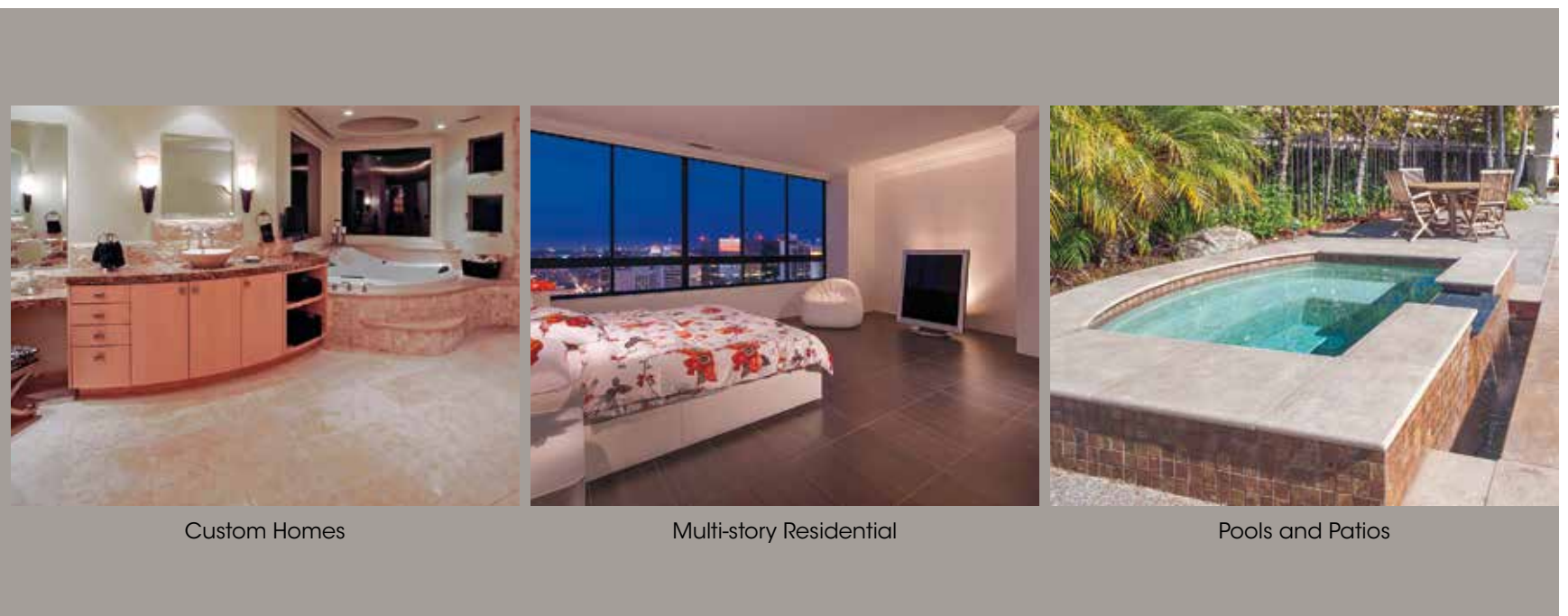
The Best System Warranties

We're so confident in our systems we not only guarantee our products, but the entire tile installation.

We make the best products, so it's natural that we support them with the best warranty programs. CUSTOM provides a 10-year Builder Warranty on qualifying systems. This ensures complete system coverage for the builder and peace of mind for the homeowner.

CUSTOM also offers a Lifetime System Warranty when eligible surface preparation,

mortar and grout products are installed as a system. This is the most comprehensive guarantee of product quality in the industry. CUSTOM's warranties cover the cost of the installation products, tile and labor to repair or replace the system in the event of a system defect. See our warranty documents online for complete details.



Custom Homes

Multi-story Residential

Pools and Patios

Single-Family Detached Homes

Reliability built into every residential project

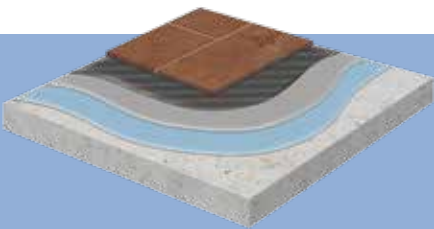
From kitchens to bathrooms to entryways and more, we've got new homes covered with quality surface preparation products, mortars and grouts that are perfect for everyday building. CUSTOM tile installation systems are fast and easy to use so construction projects stay on schedule. And their reliability is unsurpassed, virtually eliminating call backs.

Common Concerns

- Installers working against tight deadlines
- New crew members needing easy-to-use products
- Subfloors not level
- Cracked or loose tile or grout during the homeowner warranty period

Everyday CUSTOM Installation Solutions

Patching	SpeedFinish™, Feather Patch, General Patch
Self-Leveling Underlayment	CL-150, LevelQuik® RS
Waterproofing Membrane	RedGard® Liquid
Crack Isolation Membrane	RedGard® Liquid
Mortar	
Tile 15" or Less	VersaBond®, VersaBond Flex®
Large Format Tile (>15")	VersaBond-LFT®, ProLite®
Glass Tile	Glass Tile Premium Mortar
Grout	Fusion Pro®, PolyBlend®
Clean Up	Aqua Mix® Concentrated Stone & Tile Cleaner



CUSTOM Tile and Flooring Installation Systems

Surface Preparation Solutions for Tile, Vinyl, Resilient, Linoleum and other Floor Coverings, *Plus Mortars for Installing Tile*

CL-150 Self-Leveling Underlayment

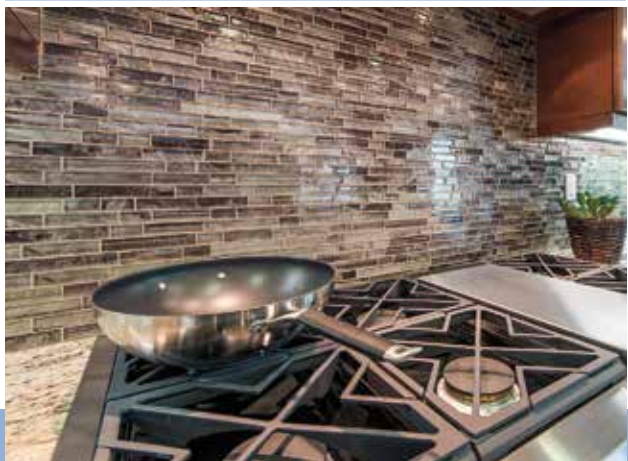
CP-A Advanced Acrylic Multi-Surface Primer

Feather Patch Patching & Finishing Compound

General Patch General Purpose Calcium Aluminate Based Patch

Flooring Installation Systems CL-150

This high-quality, self-leveling underlayment can be applied to 1.5" thick in one pour and seeks its own level in minutes. It's ideal for leveling floors prior to the installation of tile and other floor coverings. **CL-150** also helps eliminate installation problems like bond failure, crumbling and staining, which are caused by the free moisture in traditional underlayments.



Custom and Semi-Custom Homes

When unique specifications demand custom solutions

The American dream is a custom home, and we can help builders succeed with any kind of tile installation. Homeowners want the exquisitely tiled surfaces in their one-of-a-kind residences to be perfect. No matter how complicated the demand—and how unusual the materials they select—CUSTOM offers a system to install it.

Common Concerns

Designers specifying difficult-to-install exotic tile and stone with unique tile patterns

Homeowners expecting high-performance finishes, like stain-resistant grout

Submerged applications, such as pools and water features

Challenges presented by radiant heat systems and steam showers

Everyday CUSTOM Installation Solutions

Patching	SpeedFinish™, Feather Patch, General Patch
Self-Leveling Underlayment	CL-150, LevelQuik® RS
Waterproofing Membrane	RedGard® Liquid
Crack Isolation Membrane	RedGard® Liquid, Spiderweb® II
Mortar	ProLite®, MegaLite®, Natural Stone & Large Tile Mortar (formerly Marble, Granite & Travertine Premium Medium Bed Mortar)
Grout	Fusion Pro®, Prism®
Sealing (Floors and Counters)	Sealer's Choice® Gold, Enrich 'N' Seal™
Clean Up	Aqua Mix® Concentrated Stone & Tile Cleaner





Fusion Pro®

Fusion Pro offers unsurpassed stain resistance with no sealing required. This ready-to-use, single-component grout is an ideal choice for a broad range of tile and stone installations. Easy to spread and clean, **Fusion Pro** offers ultimate color consistency and no efflorescence.



Multi-story Residential

Products ideally suited for tile installations in condos and apartments

Both low- and high-rise buildings present their own specific tile installation challenges. For condos, hotels and apartments, a sound-reduction membrane is a must to limit impact sound transmission from passing through tiled floors. CUSTOM's lightweight mortars are not only designed to address the challenges of multi-story construction, they're faster and easier to transport around large jobsites.

Common Concerns

- Workers having to carry heavy tile and installation materials up stairs
- The need to reduce impact sound transmission for tenants' enjoyment of the space
- Wide variety of tile, from glass to large format, requiring specific installation solutions
- Structures requiring lightweight tile installation products to address weight considerations

Everyday CUSTOM Installation Solutions

Patching	SpeedFinish™, Feather Patch, General Patch
Self-Leveling Underlayment	LevelLite®
Waterproofing Membrane	RedGard® Liquid
Crack Isolation Membrane	EasyMat®, RedGard® Liquid
Sound Attenuation	EasyMat®
Mortar	ProLite®, MegaLite®
Grout	Fusion Pro®, Prism
Sealing (Floors and Counters)	Sealer's Choice® Gold, Enrich 'N' Seal™
Clean Up	Aqua Mix® Heavy-Duty Stone & Tile Cleaner





EasyMat®

This versatile mat underlayment provides crack isolation and impact sound reduction for tiled floors. **EasyMat®** is easy to install, with no fasteners needed, and up to 25 times lighter than traditional cement backerboard. It won't rot, shrink or absorb water, and provides a thermal break under radiant heat systems.



Pools and Patios

Solutions designed to brave the elements year after year

CUSTOM has tested these installation solutions to make sure their durability will last over time—and that they can withstand constant moisture and a variety of weather conditions while still retaining their aesthetic appeal.

Common Concerns

- Exposure to staining agents
- Effects of temperature and humidity
- Design demand for grout color choices
- Intermittently wet or submerged conditions

Everyday CUSTOM Installation Solutions

Waterproofing/Crack Isolation Membrane	RedGard® Liquid
Mortar	ProLite®, MegaLite®
Grout	Prism®
Maintenance	Aqua Mix® Sealers & Cleaners

RedGard®

RedGard® Crack Prevention and Waterproofing Membrane protects tile installations from damage due to substrate movement. **RedGard®** also protects cementitious materials and building structures from moisture intrusion—and it's perfect for submerged applications like pools and fountains.





Builder Tile & Stone Installation Systems

Limited Warranty

Since CUSTOM makes the finest installation products, it's only natural that we support them with the industry's best and most comprehensive warranty programs. Our Limited Lifetime Warranty and 10-Year Warranty cover the tile installation—and offer installation product solutions that are designed to meet the specific requirements of today's jobsite conditions. We believe this is the kind of peace of mind building professionals deserve.

For Residential Installations Requiring Direct Bond or Crack Isolation – USA

Limited System Warranty		
	Lifetime	10 Year
Suitable Substrates	Concrete	Concrete
	Masonry	Masonry
	Portland Cement Plaster	Portland Cement Plaster
	Cement Backerboard	Cement Backerboard
	Exterior Grade Plywood (interior, dry areas)	Exterior Grade Plywood (interior, dry areas)
	Well Bonded Existing Ceramic Tile	Well Bonded Existing Ceramic Tile
Surface Prep (As Needed)	Gypsum Wallboard (interior, dry areas)	Gypsum Wallboard (interior, dry areas)
	LevelQuik® RS Rapid Setting Self-Leveling Underlayment	LevelQuik® RS Rapid Setting Self-Leveling Underlayment
	LevelLite® Self-Leveling Underlayment	LevelLite® Self-Leveling Underlayment
	CL-150 Self-Leveling Underlayment	CL-150 Self-Leveling Underlayment
	SpeedFinish™ Patching & Finishing Compound	SpeedFinish™ Patching & Finishing Compound
	FeatherPatch Patching & Finishing Compound	FeatherPatch Patching & Finishing Compound
	GeneralPatch Calcium Aluminate Based Patch	GeneralPatch Calcium Aluminate Based Patch
	WonderBoard® Lite Backerboard	WonderBoard® Lite Backerboard
	RedGard® Waterproofing and Crack Prevention Membrane	RedGard® Waterproofing and Crack Prevention Membrane
	EasyMat® Tile & Stone Underlayment	EasyMat® Tile & Stone Underlayment
Membrane (As Needed)	SpiderWeb® II Uncoupling Mat	SpiderWeb® II Uncoupling Mat
	CrackBuster® Pro Crack Prevention Mat Underlayment	CrackBuster® Pro Crack Prevention Mat Underlayment
Must Select One From Each Category Below		
Mortar	MegaLite® Crack Prevention Mortar*	ProLite® Large Format Tile & Stone Mortar*
	MegaLite® Rapid Setting Crack Prevention Mortar*	Porcelain Tile Fortified Thin-Set Mortar
	FlexBond® Crack Prevention Mortar**	VersaBond Flex® Fortified Thin-Set Mortar
	Natural Stone & Large Tile Mortar (formerly Marble, Granite & Travertine Premium Medium Bed Mortar)*, **	VersaBond®-LFT Fortified Medium Bed Mortar*
	Glass Tile Premium Thin-Set Mortar**	
Grout		VersaBond® Fortified Thin-Set Mortar
		SpeedSet™ Fortified Thin-Set Mortar
		OmniGrip® Maximum Strength Adhesive
		AcrylPro® Ceramic Tile Adhesive
		ReliaBond® Ceramic Tile Adhesive
	Fusion Pro® Single Component® Grout	Fusion Pro® Single Component® Grout
	Prism® SureColor® Grout	Prism® SureColor® Grout
	CEG-Lite™ 100% Solids Commercial Epoxy Grout	CEG-Lite™ 100% Solids Commercial Epoxy Grout
	Polyblend® Sanded Grout or Non-Sanded Grout	Polyblend® Sanded Grout or Non-Sanded Grout

*Recommended for setting large format tile

**Crack isolation membrane, as needed, is required for a lifetime system warranty

Individual products may be eligible for additional warranty terms when installed as part of other CUSTOM installation systems.

For complete warranty terms and conditions, limitations and restrictions, see our website.



CUSTOM Systems and Services

CUSTOM offers unsurpassed technical expertise for building professionals. Our team of experts can help you choose the right products to ensure that the tile and stone installation specifications meet the needs of every project.

Architectural and Technical Services include:

- Product System Recommendations
- Specification Review and Optimization
- System Warranty Coverage
- Installation Training and Site Inspections
- Technical Support



Customer Support:

800-272-8786

Technical Support:

800-282-8786



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