



Raven's Stadium, Baltimore MD
Willard Hotel, Washington D.C.



CUSTOM COMPLETE



**Products and Services
for Tile & Stone Installation**



Custom Building Products
Seal Beach, CA 90740
800-272-8786

www.custombuildingproducts.com

Custom Building Products is the leading manufacturer of tile and stone installation products for surface preparation, setting, grouting and care.

For long lasting tile, stone and floor covering installations, use SuperiorBilt® tools.



Custom® Complete. Everything you need in one place – that's how we do business. We offer more professional tile installation and maintenance products than anyone.

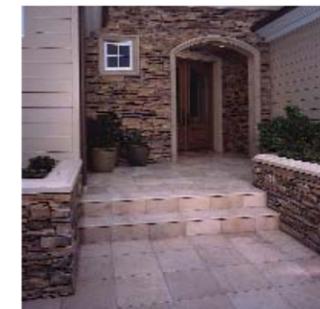
It's easy to say you're an industry leader, but we prove it every day with our integrated system of professional grade products, exceptional customer service and unequalled quality control. We're recognized for revolutionary innovations like WonderBoard®, Polyblend®, OmniGrip® and EasyBoard.™ For 40 years the best installers and dealers have made their reputations with our products.



We know that without you we wouldn't be in business. That's why we believe one of our most important products is the service we provide. We give you a full service, one-stop resource. Anywhere in the U.S. or Canada you can reach us Monday through Friday 6 am to 5 pm (PST). We quickly provide order processing and status, shipping information, distributor locations, and product availability information. And since we have 11 distribution sites across North America you can be certain you'll have the product you need when you need it.



Our technical people are more concerned with solving your problem than selling you a product. Our representatives are highly educated and experienced to provide technically correct information for all kinds of applications. Their main job is to help every installation go as smoothly as possible with the best result.



TECHNICAL FIELD SUPPORT
Our experienced technical support people are constantly in the field giving classes, trouble-shooting on-site and providing technical information to our dealers.

Hanes Mall, Winston-Salem NC
Willard Hotel, Washington D.C.
Private residence, San Clemente CA

We lead the industry in advanced training. For distributor employees and installers we offer advanced training classes on tiling techniques and product information. We support architects with system binders, personal product and specification assistance, and an array of continuing education seminars.

Surface Preparation

To protect your reputation and reduce potential problems in the future, you need to create a solid, stable, smooth substrate for tiling. That's why Custom offers you one source for a comprehensive product line that is formulated to meet the needs of virtually any job.



WonderBoard®, RhinoBoard®, EasyBoard™ Backerboards

For over three decades and more than a billion square feet, Custom's backerboard products have endured everything from Mother Nature's severe wrath to the critical demands of contractors.



LevelQuik® Self-Leveling Underlayments

 This series of easy-to-apply products is engineered to level floors, prior to the installation of a wide variety of floor coverings, in commercial or residential applications.



RedGard® Waterproofing and Anti-Fracture Membrane

The industry's most popular membrane with IAPMO approval offers protection for all tile and stone installations.

 **Products carrying this symbol are engineered with Controlled Cure Technology.™** CCT controls the rate at which water evaporates during the curing process, promoting much faster and consistent hydration which results in high early strengths to get your job done faster.

BACKERBOARDS

WonderBoard® Concrete Backerboard

The original underlayment for tile and stone installations. Ideal for any exterior or interior walls, floors, counters and wet areas. Tapeless installation saves time.

RhinoBoard® Fiber Cement Backerboard

1/4" fiber cement underlayment for floor or countertop installations. ANSI approved for use under tile, stone, wood, vinyl or resilient flooring. Incredibly strong and durable, yet easily workable.

EasyBoard™ Ultra Light Backerboard

The next generation of backerboard for tiling walls & countertops. Revolutionary technology results in this incredibly ultra light 1/2" board that has superb strength and excellent working characteristics. Installs like other backerboards.

SELF-LEVELING UNDERLAYMENTS

LevelQuik® RS

 Rapid Setting formula cures fast while developing high early strength. Apply from featheredge to 1" thick in just one pour.

LevelQuik® ES

Extended Setting is an easy-to-use formula for applications requiring extended working time. Apply from featheredge to 1/2" thick.

LevelQuik® DP

 Deep Pour up to 2" thick in one pour. Cures fast developing high early strength for quick installations.

LevelQuik® Latex Primer

Prepares surface for application of LevelQuik products while sealing porous surfaces and improving adhesion.

WATERPROOFING & ANTI-FRACTURE MEMBRANES

RedGard® Waterproofing and Anti-Fracture Membrane

Ready-to-use, elastomeric, waterproofing and anti-fracture membrane for commercial and residential tile and stone installations. Easily applied with roller, trowel or sprayer. Meets IAPMO specifications for use as a shower pan liner. Use also as a slab-on-grade moisture barrier under resilient or wood flooring.

Waterproofing & Anti-Fracture Mesh

Alkali-resistant fiberglass mesh used to reinforce corners, change of plane, around drains and over minor substrate cracks. For use with waterproofing and anti-fracture membranes. Each roll is 6' x 50 yards.

Semco™ Anti-Fracture Membrane

Ready-to-use, elastomeric anti-fracture membrane for substrates subject to minor movement. Reduces crack transmission in tile or stone floors.

E-Cap™ Moisture Barrier Encapsulator

 Part of a slab-on-grade moisture barrier system for resilient or wood flooring installations when used with RedGard® Waterproofing & Anti-Fracture Membrane.

PATCHING COMPOUNDS & BEDDING MORTAR

SpeedFinish™ Patching & Finishing Compound

 A cement-based patching and skim coating compound that provides a smooth finish to a variety of substrates prior to the installation of floor coverings. Install most floor coverings in as little as 15 minutes.

Floor Leveler Patching Compound

Fast-setting, leveling and patching compound allowing the application of flooring materials in just 2 hours. Can be sanded to a smooth finish. Great for vinyl flooring installations.

Skim Coat & Patch Cement Underlayment

Fast-setting, polymer-modified compound that when mixed with water, patches and levels concrete or plywood prior to the installation of floor coverings. Mix with Patching & Leveling Latex Additive for an ultra high-strength system over hard-to-bond substrates.

Patching & Leveling Latex Additive

Increases adhesion and performance of patching compounds when skim coating, over hard-to-bond surfaces or when used as an embossing leveler.

CustomFloat® Bedding Mortar

Lightweight, cement-based, pre-blended mortar for use as a bedding or brown coat. Very low shrinkage with exceptional bond strength. Excellent for overhead work.

SOUND REDUCTION UNDERLAYMENT

SoundGard™ Sound Reduction Mat Underlayment

Reduces impact and acoustic sound to meet building codes and deliver high levels of acoustical control and privacy for interior spaces. A resilient mat sheet made from recycled rubber, 6mm SoundGard delivers a ΔIIC rating of 52 without a suspended ceiling.

QUALITY
BEGINS FROM THE GROUND UP

QUALITY
We know you rely on our products every day. That's why bag after bag, year after year, you can count on the consistent quality and performance of Custom products.

Setting Materials

Whether you're selling it, specifying it or spreading it, Custom offers installation solutions to meet the most demanding requirements. And since we offer an extensive range of architecturally engineered and specialty mortars you know we can meet the needs of any job.



MegaFlex™ Ultimate Thin-Set Mortar

The ultimate in flexibility and bond strength, MegaFlex's unique formula gives unsurpassed bonds with 20% more coverage than other thin-sets.



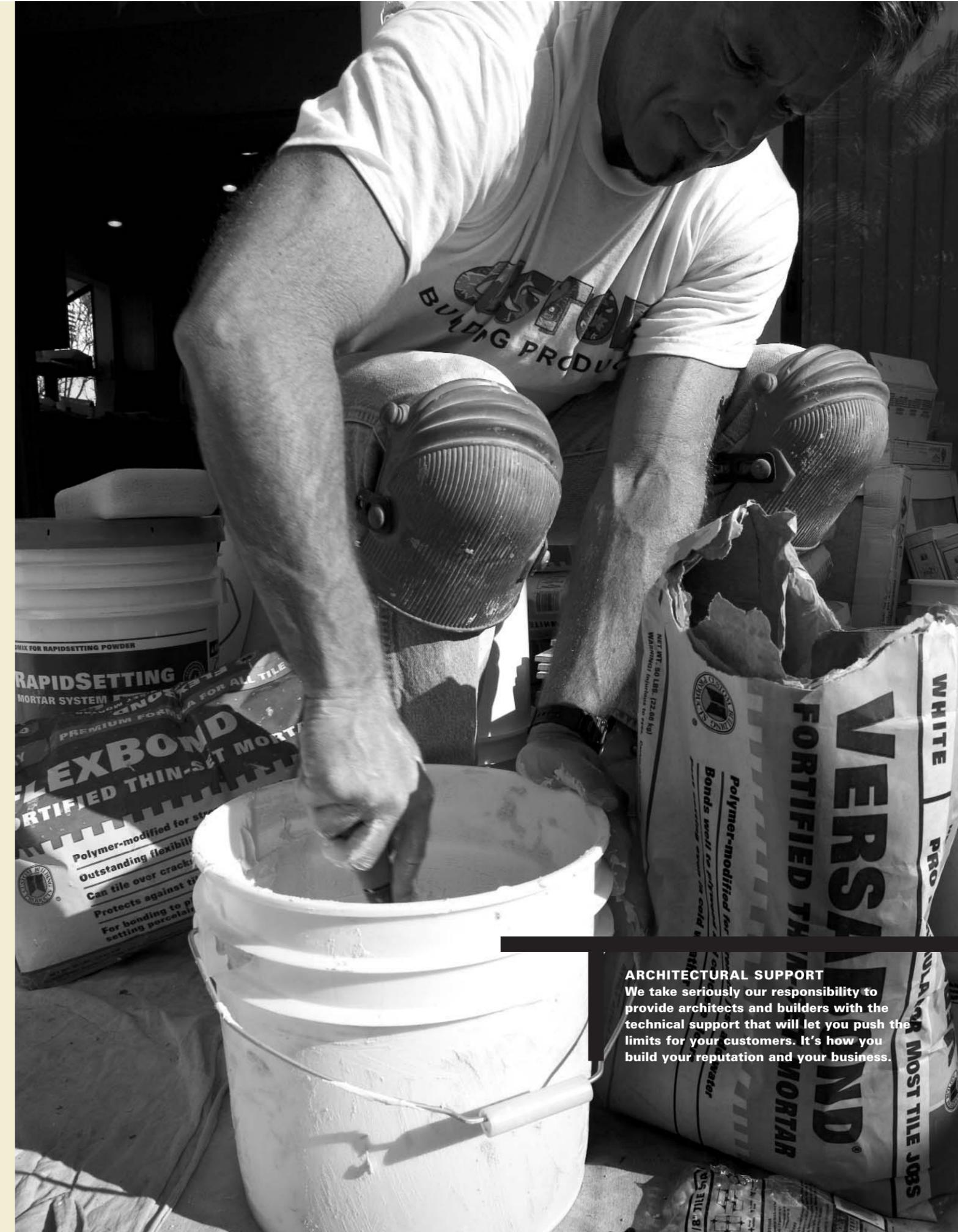
RapidSetting Mortar System

 Extreme bond strength, rapid setting time, and flexibility make this premium mortar perfect for high-traffic, commercial installations.



FlexBond® Fortified Thin-Set Mortar

Proven quality and consistent performance established FlexBond as the thin-set preferred by installers day in and day out.



ARCHITECTURAL SUPPORT
We take seriously our responsibility to provide architects and builders with the technical support that will let you push the limits for your customers. It's how you build your reputation and your business.

Setting Materials continued

ARCHITECTURALLY ENGINEERED MORTARS

MegaFlex™ Ultimate Thin-Set Mortar

The ultimate in flexibility and bond strength, MegaFlex provides unsurpassed bonds with its unique formula. Isolates cracks up to 1/16" and allows direct tile application over existing cracks up to 1/8". Extended open and adjustment times provide excellent handling characteristics. Offers up to 20% more coverage than other thin-sets.

CustomFlex™ Premium Flexible Mortar System

A premium two-component mortar system consisting of CustomFlex™ Ultra-Strength Thin-Set Additive and MasterBlend™ Standard Thin-Set Mortar. Excellent for difficult-to-bond substrates and when setting hard-to-bond tile or stone. Specified for the most demanding installations where long-term durability is required.

RapidSetting Mortar System

Premium two-part system formulated for time-critical commercial installations allowing grouting in as little as 2 hours and traffic in 6. Excellent for difficult-to-bond substrates and tile, including porcelain and glass tile. This highly flexible mortar system isolates cracks up to 1/16". Promotes fast curing with high early and final strength. Low shrinkage allows a medium bed capability for large format tile installations.

Wall Tile Thin-Set Mortar

This non-sagging formula holds tile in place immediately even when setting large modular porcelain and heavy stone tile. Securely bonds tile as much as 10.5 pounds per square foot. Non-slip formula with excellent wet tack.

100% Solids Epoxy Mortar

Three-component setting compound produces a mortar with greater bond and compressive strengths and with improved chemical and stain resistance over conventional cement or emulsion-based setting systems. Water washable.

HIGH PERFORMANCE MORTARS

FlexBond® Fortified Thin-Set Mortar

Premium quality, polymer-modified mortar with outstanding flexibility and bond strength. FlexBond is exceptional for tiling over difficult-to-bond surfaces, and for setting impervious porcelain or glass tile. Isolates cracks up to 1/16" and withstands minor substrate deflection.

VersaBond Flex™ Fortified Thin-Set Mortar

Pro-formula, all purpose mortar offering high flexibility and bond strength. Use this polymer-modified formula for setting porcelain or glass tile with good adhesion to plywood sub-floors.

VersaBond® Fortified Thin-Set Mortar

Polymer-modified VersaBond offers economy with good bond strengths for floor and wall tile installations. Cures fast, even in cold weather climates.

SPECIALTY MORTARS

OptiCure™ Fortified Thin-Set Mortar

Polymer-modified, fast curing mortar that develops high early and final strength for quick installations. Inhibits warping and staining of moisture-sensitive green and black marble, granite or cement tile that occurs when installed with traditional mortars.

Complete Contact™/Complete Contact™ RS Mortars

Offers full mortar contact to the back of the tile eliminating the need for back-buttering or beating-in techniques. Unlike traditional thin-sets, they are more fluid yet support the deeper notch trowel sizes required for larger tiles. Can be used in thin-bed as well as medium-bed applications with all types and sizes of tile. Use Complete Contact RS formulated with CCT for time critical installations requiring high early and final strength.

SpeedSet™ Fortified Thin-Set Mortar

Polymer-modified mortar for time-critical installations such as restaurants, malls and hotel lobbies. Excellent for cold temperature installations. Grout in 2 hours, traffic in 6.

Marble & Granite Fortified Premium Mortar

Premium, polymer-modified mortar for installing natural stone or large tile. Use for thin-bed or medium-bed applications. Non-slumping – eliminates lippage. Non-sag/non-slip on vertical installations.

Medium Bed Mortar

Economical polymer-modified formula for setting natural stone and large tile. Apply up to 3/4" thick on horizontal applications. Non-slumping – eliminates lippage.

Porcelain Tile Fortified Thin-Set Mortar

Designed specifically for superior bonding of porcelain tile to concrete surfaces, backerboards and self-leveling underlayments. Also great for glass and large modular tile installation.

CreteMix™ Mortar System

Pre-blended powder used in combination with CustomCrete™ Latex Mortar Admix that forms a latex thin-bed mortar that is flexible and shock resistant.

SureBond Unsanded Thin-Set Mortar

Use as a pure coat when setting tiles using the mortar bed method. Better than traditional cement, its water-retentive formula eliminates the need for soaking tiles.

Glass Block Mortar Mix

A pre-mixed blend for quick and easy installation of glass blocks. Flexible, high-strength formula eliminates the need for guesswork and measuring of on-site mixes. Resists cracking and powdering.

Tile Repair Mortar

Use for interior or exterior repair of tile. Polymer-modified for increased bond strength.

Underwater Tile Repair Mortar

Allows the replacement of broken tile underwater. No need to drain fountains, pools or spas. Sets tile in minutes.

BASIC JOB MORTARS

PremiumPlus® Standard Thin-Set Mortar

High performance unmodified mortar for most basic tile jobs. Offers long open and adjustment times and up to 20% more coverage than traditional thin-sets. Mix with additive for increased performance.

MasterBlend™ Standard Thin-Set Mortar

Versatile, unmodified, all purpose thin-set for basic tile jobs. Contractor preferred for easy troweling and extended working time. Mix with additive for increased performance.

CustomBlend™ Standard Thin-Set Mortar

Offers economy with good bond strengths and is recommended for floor installations. Good for setting saltillo and other similar clay pavers. Mix with additive for increased performance.

ADDITIVES

CustomFlex™ Ultra-Strength Thin-Set Additive

Advanced acrylic latex additive that substantially increases bond strength and flexibility when combined with MasterBlend or PremiumPlus Standard Thin-Set Mortars. Excellent for use with difficult-to-bond applications.

Acrylic Mortar Admix

Use to increase performance of PremiumPlus, MasterBlend, CustomBlend or Wall Tile Thin-Set Mortars, non-polymer modified grouts or Portland cement mortar mixes.

CustomCrete® Latex Mortar Admix

A high-strength additive for use with CreteMix Mortar System or site-mixed sand/cement blends. Frost-resistant, it's excellent for exterior use in cold climates.

CERAMIC TILE ADHESIVES

OmniGrip® Ultimate Tile Adhesive

This unique formula shrinks 33% less than traditional tile adhesives ensuring maximum coverage and superior bonds. High polymer formula sets a wide variety of wall and floor tile and stone up to 16" x 16" with an extended open time. Resists sagging and slipping. Up to 30% lighter than traditional adhesives.

TripleGrip™ Premium Tile Adhesive

A resin-modified SBR latex adhesive offering superior working properties. Slip resistance on vertical surfaces is exceptional. Outstanding wet area durability. Offers optimum flexibility for installing all types of tile over a wide variety of substrates.

AcrylPro® Ceramic Tile Adhesive

High performance, professional adhesive offers benefits to the professional user and DIY customer. Spreads quickly and easily. Provides higher bond strengths required for 12" x 12" ceramic floor tile installations with exceptional durability in wet areas.

ReliaBond® / ReliaBond® ES Ceramic Tile Adhesives

All-purpose professional adhesives formulated for wall, floor and countertop installations of ceramic and stone tile. ReliaBond ES offers extended open and adjustment times for installations in dry climates and temperatures over 90° F.

T1-60™ Wall & Floor Tile Adhesive

Commercial-grade adhesive forms durable bonds on ceramic wall, floor, and countertop installations. Good performance at an economical price. High tack, quick grab.

Type II Wall Tile Adhesive

Formulated for interior installations of ceramic tile over walls and ceilings. Economical yet dependable adhesive for large commercial projects.



ENGINEERED STRENGTH FOR EVERY JOB

INNOVATION

The demands of your job changes every day. That's why we continue to develop innovations like our Controlled Cure Technology, MegaFlex, EasyBoard and OmniGrip products.

Grout

With grout your customers look for rock-solid durability, consistency and the largest color palette. That's what Custom delivers. From high-end to high-traffic environments, Custom grouts are easy to work with yet deliver hard, dense joints.



Polyblend® Sanded and Non-Sanded Grouts

These polymer-modified grouts produce hard, dense joints that are resistant to shrinking, cracking and wear. Formulated with proprietary technology to ensure durability, color consistency and quick setting. Choose from 48 impressive colors. Use sanded grout for joints from 1/8" to 1/2" and non-sanded grout for joints up to 1/8".

SALTILLO GROUT MIX

Fill saltillo, terra-cotta or quarry tile joints from 1/2" to 1-1/4" with this pre-blended cement grout and eliminate the guesswork of site mixing. Choose from four standard colors.

100% SOLIDS EPOXY GROUT

Combine with Polyblend Sanded Grout for installations requiring high resistance to staining or chemical attacks. Workability and fast clean-up provide easy grout installations for joints 1/8" to 3/8" wide.

WHITE DRY TILE GROUT

Economical, non-sanded grout for filling joints up to 1/8" wide.

POLYBLEND® GROUT RENEW

Renew or change the color of grout while sealing it against stains. Available in all Polyblend Grout colors.

POLYBLEND® CERAMIC TILE CAULK

Siliconized, acrylic formula caulk for use around tubs, showers, sinks or change of plane. Available in 10 Polyblend colors.



**DEPENDABLE
PERFORMANCE & COLOR**

CUSTOMER SUPPORT/SERVICE

Your answer is never more than a phone call away. Call 800-272-8786 and talk to one of our experienced people who can get your order information or answers to technical questions in minutes.

Care

Great installations are no accident when advanced skill is combined with the best products and tools. Help customers keep their installation looking new by offering our full line of TileLab® cleaners, sealers and problem solvers.



OneStep™ Cleaner & Resealer

Your customers will love the simplicity of a spray-and-wipe cleaner that also re-seals their stone, grout or tile with SurfaceGard® every time they clean.



Stone Enhancer & Sealer

Rejuvenate, enrich or deepen the appearance of any type of natural stone and seal the surface at the same time with Stone Enhancer & Sealer.



SurfaceGard® Penetrating Sealer

Maximum protection with guaranteed satisfaction prove SurfaceGard as the industry's leading penetrating sealer for all natural stone or ceramic tile surfaces.

PENETRATING SEALERS

SurfaceGard® Penetrating Sealer

G S Maximum strength, water-based sealer repels dirt, and both oil-based and water-based stains to make clean-up simple. Includes a 20-year guarantee.

Stone Enhancer & Sealer

S Deepens and enriches the color of stone or grout while protecting against oil-based and water-based stains. Use indoors or out.

Grout & Tile Sealer

G Protects grout, unglazed tile or masonry against oil-based or water-based stains. Also an excellent pre-grout sealer for easy clean-up.

Grout Sealer

G Easy-to-apply formula resists dirt, oil and stains for sanded or non-sanded grout.

FINISHING SEALERS

Gloss or Matte Sealer & Finish

G S Top coat finish protects saltillo, terra cotta, slate or flagstone. Resists scuffs and stains. High gloss finish for interiors only. Matte finish can be used indoors or out.

CLEANERS

NEW! OneStep™ Cleaner & Resealer

G S Everyday cleaner contains SurfaceGard® Penetrating Sealer to reseal as it cleans. Inhibits growth of mold and mildew.

Marble & Stone Cleaner

S The neutral pH formula in this cleaner won't harm stone. Adds shine and luster to all stone types. Ready to use.

Marble & Stone Cleaner Concentrate

S Concentrated cleaner – just add water. The neutral pH formula in this cleaner won't harm stone. Formerly Concentrated Tile & Stone Cleaner.

G For Grout & Tile **S** For Stone

Heavy-Duty Cleaner & Stripper

G S Removes acrylic and wax floor finishes or light grout haze and residue. Concentrated for tough cleaning. Safe for grout, tile or stone.

Grout & Tile Cleaner

G Spray-and-wipe cleaner that cuts through grease, stains and soap scum without damaging grout or tile.

Grout Cleaner

G Non-acidic formula won't damage grout or tile. Cuts through grease, dirt and soap scum.

PROBLEM SOLVERS

Sulfamic Acid Cleaner

G Use Sulfamic Acid Cleaner to remove grout haze, grout residue, water deposits and efflorescence with a safe-to-use acidic treatment.

Grout Haze Remover

G Ready-to-use liquid removes grout haze or residue and efflorescence with a safe-to-use acidic treatment.

Stain Remover

S Remove deep-set stains on stone, grout or porous tile with no scrubbing. Ready-to-use.

Marble Refinishing Kit

S Restores appearance of polished marble, limestone and travertine. Removes light etching, marks or dullness and repairs small areas.

Marble Refinisher

S Use Marble Refinisher with machine polishing to remove light etching, marks or dullness.

PROTECTION TO LAST A LIFETIME

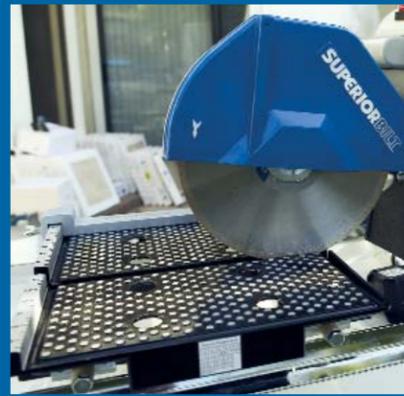
WARRANTIES

We make the best products so it's natural we'd support them with the best warranty programs. Custom provides product warranties and several system warranties that guarantee your installation for up to a lifetime. We can also customize warranties to meet installation specification.



Tools

You can tell a lot about a professional by the tools they use. And they have been choosing our tools for 60 years. Our full line of SuperiorBilt® premium tools is further proof that Custom is the only source you need for superior products and support.



SuperiorBilt® Wet Saws

Installers will love the capacity, power and water distribution of our wet saws. They deliver a full 2HP and the XL model gives you a full 30" rip and diagonally cuts a 20" tile. Water is distributed through three outlets for even flow and brass fittings provide durability. Each saw comes with a premium diamond blade, rip guide, protractor, 45° miter block, folding saw stand with wheels and a universal tool for assembly and maintenance.



ProBiltSeries™ Two-Bar Tile Cutters

These rugged tile cutters are standard equipment for most experienced installers. They love the fact that our cutters have the largest scoring capacity in their class. Included with every cutter is a heavy-duty carrying case, extra titanium-coated carbide scoring wheel, and a protractor rip guide.



ProBiltSeries™ Notch Trowels

Contractors spend too much time troweling to use anything but the best. And that's what Custom makes. We utilize stainless spring steel for rust-free durability and the SoftGrip™ handle for all-day comfort and performance. And they're available in a variety of notch sizes to accommodate any application.

ProBiltSeries™ Grout Floats

Our floats are designed and built to make handling grout easy. They feature our SoftGrip™ handle for comfort and performance. The polypropylene rubber body is non-stick, won't scratch the tile surface and can hold an edge longer than other floats. They are available in a variety of styles and sizes to make the most of any tile or stone project.

For a complete listing of our tile and stone installation tools ask for our SuperiorBilt® Tool catalog. Featuring more than 250 products for all stages of your installation.



**PRECISION
DEMANDS THE BEST**

THE WEBSITE

Think of our website as your own connection to Custom. It's where you'll find our latest product introductions, installation system guides, architectural specifications and of course current technical detail about all our products and tools.

www.custombuildingproducts.com