



SETTING MORTARS

ENGINEERED
STRENGTH FOR EVERY JOB

**For Tile and
Stone
Installations**



Our goal has never been to have the most mortars, just the ones you need.

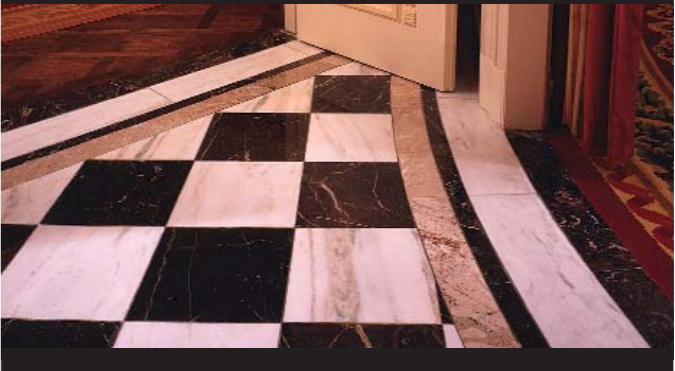
WHETHER YOU'RE SELLING IT, SPECIFYING IT OR SPREADING IT, CUSTOM® OFFERS INSTALLATION SOLUTIONS TO MEET THE MOST DEMANDING REQUIREMENTS.

Our goal has always been to provide the pros with precisely the right products for every job. And for almost 40 years we've been the choice of installers who wanted dependable products worthy of their reputations. We support the pros who know the value of fewer callbacks and more repeat business. **OUR R&D PEOPLE HAVE BEEN AT IT AGAIN REFINING OUR FORMULATIONS AND CREATING A WHOLE SERIES OF ARCHITECTURAL MORTARS.** They're specifically designed for the commercial jobs that require a flawless combination of performance and installation attributes. And even though we've been known for our quality throughout our 40-year history, we've introduced new procedures to raise our standards even higher.

◀ Private residence, San Clemente CA

WHEN MY CUSTOMERS FIND A BRAND THAT WORKS FOR THEM, THEY STICK WITH IT. THAT'S WHY I SELL MORE CUSTOM THAN ANYTHING ELSE.

Distributor – Southern California

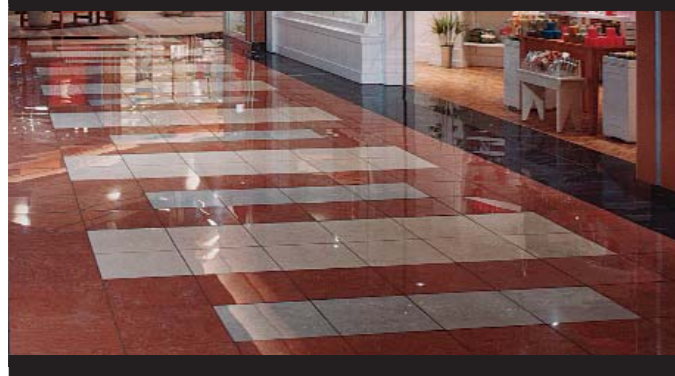


Willard Hotel, Washington D.C.

The more demanding the job, the more you need to demand a quality mortar.

WHEN I DESIGN A
JOB THAT HAS
A CHALLENGING
APPLICATION,
YOU BET I SPEC
THE MORTAR.
AND CUSTOM HAS
MORE MORTARS
FORMULATED
FOR SPECIAL
SITUATIONS.

Architect – Columbus, Ohio



Hanes Mall, Winston-Salem NC

PRODUCT QUALITY, INNOVATION & SUPPORT

ARCHITECTURAL & TECHNICAL SERVICES

Custom's highly experienced and educated technical experts are ready to provide you with product information, installation advice, problem solving and site inspections. Project support is provided through product data sheets, MSDS sheets, CSI-formatted product specifications in addition to CAD details on all tile installations. Our architectural representatives provide direct access to customized project specifications, warranties and support for your most challenging jobs. We offer several seminars on a variety of ceramic tile and stone installation topics designed to help architects meet their AIA/CES, MCE and HSW continuing education requirements.



WARRANTY PROGRAMS

Since we make the best products, we can easily support them with the best warranty programs. Custom offers several installation systems warranties that guarantee your installation will be free from defects for up to a lifetime, provided our products are used as a complete installation system. These include our Installation Systems Warranties and our exclusive Lifetime Backerboard Systems Warranty.

CONTROLLED CURE TECHNOLOGY™

Custom is committed to developing innovative, technological solutions to your installation requirements. Products engineered with Controlled Cure Technology (CCT). CCT controls the rate water evaporates during the Portland cement curing process, promoting much faster and consistent hydration.



Engineered with
CONTROLLED CURE
TECHNOLOGY™

Products carrying this symbol feature:

- Extremely fast curing properties
- Consistent curing rate and strength regardless of environmental conditions, thickness of material, substrate or tile type
- High early and final strength
- Higher bonds – shrinkage is minimized
- No contribution to efflorescence

Call Technical Services at
800-272-8786 for assistance.

ARCHITECTURALLY ENGINEERED MORTARS

Custom's best performing mortars have the highest bond strengths for the most demanding performance installations. Perfect for commercial projects with thousands of square feet or high traffic areas, each product offers unique benefits including high chemical resistance, compressive strengths or crack isolation. And Custom guarantees your project for up to a lifetime.

MEGAFLEX™ Ultimate Thin-Set Mortar

MegaFlex is the ultimate in flexibility and bond strength for the most demanding tile installations. Its unique blend of polymers with inorganic chemicals enhance the contact between mortar and tile for unsurpassed bonds on a wide variety of substrates. Extended open and adjustment times along with a creamy consistency provide excellent handling characteristics. It even offers up to 20% more coverage than other thin-sets.

- Tiles directly over cracks up to 1/8" (3mm) without repairs
- Isolates cracks up to 1/16" (1.5mm)

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 and 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 tiling over difficult to bond substrates or installing difficult to bond porcelain and glass tile. This highly flexible mortar system isolates cracks up to 1/16" (1.5mm). 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 porcelain and heavy stone tile. Securely bonds tile as much as 10.5 lbs/sq ft (52 kg/m²). Excellent for facade work. Formerly Non-Sag Thin-Set Mortar.

100% SOLIDS EPOXY Mortar

Three-component setting compound produces a mortar with greater bond and compressive strengths and higher chemical and stain resistance over conventional cement or emulsion-based setting systems. Water-washable mortar is excellent for high traffic areas.

HIGH PERFORMANCE MORTARS

Day in and day out these are the products that the best installers rely on. Their quality is proven and the performance is extremely consistent. You can depend on these polymer-modified mortars to eliminate the uncertainty for just about any job.

FLEXBOND® Fortified Thin-Set Mortar

Exceptional flexibility and bond strength for tiling over difficult-to-bond substrates or installing difficult-to-bond porcelain and glass tile. This highly flexible mortar system isolates cracks up to 1/16" (1.5mm) and withstands minor deflection.

- Premium quality mortar for difficult-to-bond surfaces and tile
- Outstanding flexibility and bond strength
- Withstands minor deflection
- Can tile over cracks up to 1/16" (1.5mm) without repairs

VERSABOND FLEX™ Fortified Thin-Set Mortar

This high performance formula provides outstanding working characteristics while the high flexibility and bond strength delivers excellent performance over a wide variety of floor and wall installations.

- High flexibility and bond strength
- Excellent for setting porcelain and glass tile
- Exceptional adhesion to plywood subfloors

VERSABOND® Fortified Thin-Set Mortar

Offering economy with good bond strengths for floor and wall tile projects. Cures fast, even in cold weather climates. Adheres to most surfaces and types of tile.

- Pro formula, all-purpose mortar
- Good bond strength for most installations



Get a jump on the tough installations, start with the right mortar for the job.

**RIGHT AFTER THAT
FIRST CALLBACK
I DECIDED IT
WAS STUPID TO
SPEND DOLLARS
CHASING NICKELS.
NOW I BUY THE
RIGHT THIN-SET
THE FIRST TIME.**

Installer – Seattle, Washington




Private residence, San Clemente CA

SPECIALTY MORTARS

Jobs requiring special mortars can be tricky. But with the right products and technical support they're no more difficult than the jobs you do every day.

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 thin-set mortars. More economical than setting with epoxy mortar. Grout in just 2 hours – traffic in 4.

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

Polymer-modified mortar formulated for installing natural stone, tile 12" x 12" or larger or any installation requiring a medium bed mortar. Non-slumping formula eliminates lippage saving time and labor by minimizing the need for leveling tile. Excellent sag and slip resistance, wall tile are held in place immediately. Apply up to 3/4" (19mm) thick on horizontal applications or use in thin-bed applications as thin as 1/8" (3.2mm).

- Premium quality mortar for natural stone and large tile
- Apply up to 3/4" (19mm) thick on floors
- Non-sag/non-slip on vertical installations

MEDIUM BED Mortar

Economy formula mortar for installing tile over 12" x 12", natural stone or any installation requiring a medium bed mortar to floors and countertops.

- Apply up to 3/4" (19mm) thick on floors
- Non-slumping formula – Eliminates lippage



PORCELAIN TILE Fortified Thin-Set Mortar

A proprietary combination of high-grade cements and polymers designed specifically for setting impervious porcelain tile to concrete surfaces, backerboards and self-leveling underlayments.

- Superior bond of porcelain tile to concrete substrates
- Excellent for glass tile and large modular tile installations
- For radiant heating system installations

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. Rated for heavy traffic conditions in industrial, commercial and institutional installations. Excellent in wet areas, outdoor use, pools and fountains.

SUREBOND Unsanded Thin-Set Mortar

Formulated to be used 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. Great for setting fixtures and decorative items or for swimming pool installations.

GLASS BLOCK Mortar Mix

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

BASIC JOB MORTARS

Not every job calls for our highest performing formulations. This line-up of proven products has been the standard of the industry for several generations of installers. Add our Acrylic Mortar Admix or CustomFlex™ Ultra-StrengthThin-Set Additive and you're ready for virtually any job.

PREMIUMPLUS® Standard Thin-Set Mortar

A 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 Acrylic Mortar Admix or CustomFlex for increased performance.

MASTERBLEND™ Standard Thin-Set Mortar

A versatile, unmodified, all-purpose thin-set for basic tile jobs. It's contractor preferred for its easy troweling and extended working time. Adheres to most surfaces and types of tile. Mix with Acrylic Mortar Admix for increased performance. Mix with CustomFlex for a premium flexible mortar system.

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 Acrylic Mortar Admix 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 over difficult-to-bond substrates or when setting hard-to-bond tile and stone. Adds flexibility to unmodified thin-sets, producing a mortar that can bridge minor cracks up to 1/16" (1.5 mm) wide and withstand minor deflection.

ACRYLIC MORTAR ADMIX

A liquid polymer to be used in place of water to increase performance of PremiumPlus, MasterBlend, CustomBlend or Wall Tile Thin-Set Mortars, non-polymer modified grouts or Portland cement mortar mixes. It adds water resistance and improves shock absorption.

CUSTOMCRETE® Latex Mortar Admix

A high-strength additive for use with CreteMix Mortar System or as an additive to a site-mixed sand/cement blend. Adds flexibility and shock resistance for use in heavy traffic conditions. Frost resistant, it's excellent for exterior use in cold climates. Also excellent for underwater installations.

ARCHITECTURALLY ENGINEERED MORTARS

PHYSICAL PROPERTIES	MegaFlex	CustomFlex/ MasterBlend System	RapidSetting System	Wall Tile	100% Solids Epoxy
Applicable ANSI Standards	A118.4/118.11	A118.4/118.11	A118.4/118.11	A118.1	A118.3
Shear Bond Strength:					
Bisque Tile @ 28 days	800 psi	810 psi	>700 psi	273 psi	≥ 1000 psi
Porcelain Tile @ 28 days	680 psi	530 psi	600 psi	230 psi	≥ 1000 psi
Quarry Tile to Plywood @ 28 days	350 psi	290 psi	350 psi	N/A	N/A
Compressive Strength @ 28 days	>2800 psi	2800 psi	4500 psi	N/A	6500 psi
Pot Life @ 72° F (22° C)	4 hrs	4 hrs	30 min	4 hrs	1 hr
Open Time @ 72° F (22° C)	100-120 min	50-60 min	25 min	50 min	15 min
Initial Set @ 72° F (22° C)	6 hrs	6 hrs	1 hr	6 hrs	4 hrs
Final Set @ 72° F (22° C)	9 hrs	9 hrs	3 hrs	9 hrs	8 hrs
Approx. Coverage Range	100-110 sq ft/ 1/4" x 1/4" x 1/4" square-notch trowel	90-100 sq ft/ 50 lb bag	90-100 sq ft/ 50 lb bag	90-100 sq ft/ 50 lb bag	25-35 sq ft/ unit
Color(s)	White & Gray	White & Gray	White & Gray	White & Gray	Off-White
Systems Warranty	Lifetime	Lifetime	Lifetime	10 Year	Lifetime

HIGH PERFORMANCE MORTARS

PHYSICAL PROPERTIES	FlexBond	VersaBond Flex	VersaBond
Applicable ANSI Standards	A118.4/118.11	A118.4/118.11	A118.4/118.11
Shear Bond Strength:			
Bisque Tile @ 28 days	690 psi	575 psi	500 psi
Porcelain Tile @ 28 days	400 psi	350 psi	250 psi
Quarry Tile to Plywood @ 28 days	320 psi	250 psi	190 psi
Compressive Strength @ 28 days	3100 psi	3100 psi	3200 psi
Pot Life @ 72° F (22° C)	4 hrs	4 hrs	4 hrs
Open Time @ 72° F (22° C)	65-70 min	55-60 min	50-55 min
Initial Set @ 72° F (22° C)	6 hrs	6 hrs	6 hrs
Final Set @ 72° F (22° C)	9 hrs	9 hrs	9 hrs
Approx. Coverage Range	90-100 sq ft/ 1/4" x 1/4" x 1/4" square-notch trowel	90-100 sq ft/ 50 lb bag	80-90 sq ft/ 50 lb bag
Color(s)	White & Gray	White & Gray	White & Gray
Systems Warranty	15 Year	10 Year	5 Year

SPECIALTY MORTARS

PHYSICAL PROPERTIES	OptiCure	Marble & Granite	Medium Bed	SpeedSet	Porcelain Tile
Applicable ANSI Standards	A118.4/118.11	A118.4/118.11	A118.4	A118.4/118.11	A118.4/118.11
Shear Bond Strength:					
Bisque Tile @ 28 days	710 psi	450 psi	350 psi	475 psi	550 psi
Porcelain Tile @ 28 days	302 psi	300 psi	250 psi	340 psi	450 psi
Quarry Tile to Plywood @ 28 days	170 psi	160 psi	N/A	170 psi	190 psi
Compressive Strength @ 28 days	4200 psi	3200 psi	3200 psi	3000 psi	3100 psi
Pot Life @ 72° F (22° C)	30 min	4 hrs	2 hrs	30 min	2 hrs
Open Time @ 72° F (22° C)	20 min	60 min	60 min	25 min	50 min
Initial Set @ 72° F (22° C)	40 min	6 hrs	6 hrs	1 hr	6 hrs
Final Set @ 72° F (22° C)	2 hrs	9 hrs	9 hrs	3 hrs	9 hrs
Approx. Coverage	50-55 sq ft/ 1/4" x 1/4" x 1/4" square-notch trowel	45-50 sq ft/ 50 lb bag*	45-50 sq ft/ 50 lb bag*	45-50 sq ft/ 25 lb bag	90-100 sq ft/ 50 lb bag
Color(s)	White	White	White & Gray	White & Gray	White & Gray
Systems Warranty	10 Year	15 Year	5 Year	10 Year	10 Year

*Using a 1/2" x 1/2" x 1/2" square-notch trowel

BASIC JOB MORTARS & ADDITIVES

PHYSICAL PROPERTIES	PremiumPlus mixed w/ AMA*	MasterBlend mixed w/ AMA*	CustomBlend mixed w/ AMA*
Applicable ANSI Standards	A118.4/118.11	A118.4/118.11	A118.4/118.11
Shear Bond Strength:			
Bisque Tile @ 28 days	410 psi	376 psi	340 psi
Porcelain Tile @ 28 days	370 psi	315 psi	265 psi
Quarry Tile to Plywood @ 28 days	185 psi	165 psi	150 psi
Compressive Strength @ 28 days	3200 psi	3200 psi	3000 psi
Pot Life @ 72° F (22° C)	4 hrs	4 hrs	2 hrs
Open Time @ 72° F (22° C)	65-70 min	50-60 min	55 min
Initial Set @ 72° F (22° C)	6 hrs	6 hrs	6 hrs
Final Set @ 72° F (22° C)	9 hrs	9 hrs	9 hrs
Approx. Coverage Range	100-110 sq ft/ 1/4" x 1/4" x 1/4" square-notch trowel	90-100 sq ft/ 50 lb bag	85-95 sq ft/ 50 lb bag
Color(s)	White & Gray	White & Gray	White & Gray
Systems Warranty	10 Year	5 Year	1 Year

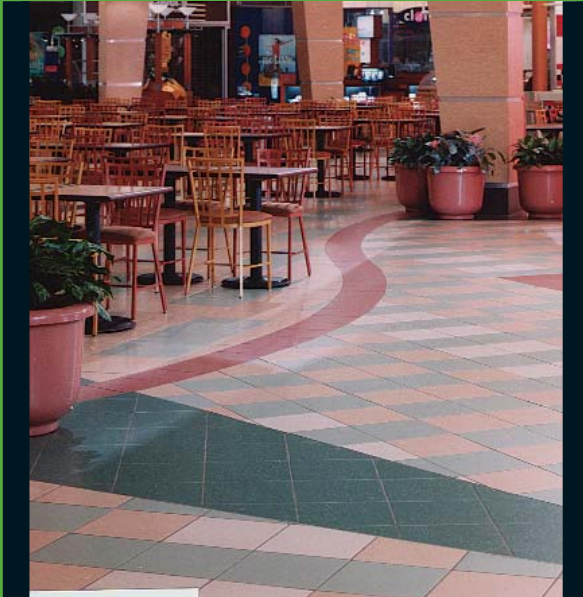
*Acrylic Mortar Admix

PRODUCT SELECTION GUIDE SETTING MATERIALS

PRODUCT SELECTION GUIDE SETTING MATERIALS			ARCHITECTURALLY ENGINEERED MORTARS					HIGH PERFORMANCE MORTARS			SPECIALTY MORTARS							
SUBSTRATE	APPLICATION	TILE TYPE	MegaFlex	CustomFlex/ MasterBlend System	RapidSetting System	Wall Tile ¹	100% Solids Epoxy	FlexBond	VersaBond Flex	VersaBond	SpeedSet	OptiCure	Porcelain Tile	Marble & Granite	Medium Bed ²	PremiumPlus or MasterBlend mixed with AMA		
FLOORS AND COUNTERTOPS	Residential to commercial: WonderBoard®/ Cement backerboard RhinoBoard®/ Fiber cement board (interior only) Cured concrete Cured mortar bed Masonry Cutback adhesive over concrete	Interior/Exterior Wet and Dry Areas <i>(Not exposed to freeze/thaw conditions)</i>	1 Non-vitreous, Semi-vitreous, & Vitreous including quarry	■	■	■	■	■	■	▲	○	▲	■	▲	▲	○	▲	
			2 Impervious porcelain	■	■	■	■	■	■	▲	○	▲	○	■	▲	○	▲	
			3 Glass	■			■	■	■	▲				▲				
			4 Marble, Natural stone	■	■	■		■	■	▲	○	○	○	■	▲	■	▲	▲
			5 Large modular tile	■	▲	■		▲	■	▲	○	○	○	○	▲	■	▲	○
			6 Green & black marble & granite, Cement tile					■						■				
	Residential to light commercial: Exterior grade plywood Non-cushioned sheet vinyl Existing ceramic tile Plastic laminated countertops	Interior Wet and Dry Areas <i>(Including freeze/thaw conditions)</i>	Non-vitreous, Semi-vitreous, & Vitreous including quarry	■	■	■		■	■	▲	○	○	○	○	○	○	○	
			Impervious porcelain	■	■	■		■	■	○		○	○	▲	○	○	▲	
			Glass	■		■		■	■	▲				○				
			Marble, Natural stone	■	■	■		■	■	▲	○	○	○	○	■	▲	▲	
	Steel	Interior Wet and Dry Areas	Large modular tile	■	▲	■		▲	▲	○	○	○	○	▲	■	▲	○	
			Green & black marble & granite, Cement tile					■					■					
	WALLS	Gypsum wallboard Greenboard Cement plaster	Interior Dry to Intermittent Water Exposure	Non-vitreous, Semi-vitreous, & Vitreous including quarry	■	■	■	■	▲	■	▲	○	▲	■	▲	▲	▲	
				Impervious porcelain	■	■	■	■	▲	■	▲	○	▲		■	▲		▲
				Glass	■		■		■	■	▲				▲			
				Marble, Natural stone	■	■	■	■	▲	■	▲	○	○	■	▲	■		▲
Large modular tile				■	▲	■	■	▲	■	▲	○	○	○	○	▲	■		○
Green & black marble & granite, Cement tile								■						■				
Residential to commercial: WonderBoard/ Cement backerboard Cured concrete Cured mortar bed Masonry		Interior/Exterior Wet and Dry Areas <i>(Not exposed to freeze/thaw conditions)</i>	Non-vitreous, Semi-vitreous, & Vitreous including quarry	■	■	■	■	▲	■	▲	○	▲	■	▲	▲	▲	▲	
			Impervious porcelain	■	■	■	■	▲	■	▲	○	▲	○	■	▲		▲	
			Glass	■		■		■	■	▲				▲				
			Marble, Natural stone	■	■	■	■	▲	■	▲	○	○	■	▲	■		▲	
			Large modular tile	■	▲	■	■	▲	■	▲	○	○	○	○	▲	■		○
		Exterior Wet and Dry Areas <i>(Including freeze/thaw conditions)</i>	Non-vitreous, Semi-vitreous, & Vitreous including quarry	■	■	■	■	▲	■	▲	○	▲	■	▲	▲	▲	▲	
			Impervious porcelain	■	■	■	■	▲	■	▲	○	▲	○	■	▲		▲	
			Glass	■		■		■	■	▲				▲				
			Marble, Natural stone	■	■	■	■	▲	■	▲	○	○	■	▲	■		▲	
			Large modular tile	■	▲	■	■	▲	■	▲	○	○	○	○	▲	■		○
Existing ceramic tile	Interior Wet and Dry Areas	Tile Type 1, 2, 4	■	■	■	■	▲	■	▲	○	○	○	▲	▲		▲		
		Green & black marble & granite, Cement tile					■					■						

■ Highest Performance ▲ Highly Recommended ○ Recommended

¹Mix with AMA in areas exposed to freeze/thaw conditions.
²Mix with AMA when used over plywood.



Hanes Mall, Winston-Salem NC
Private residence, Laguna Niguel CA



CUSTOM[®]
BUILDING PRODUCTS

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.