



For more information contact:
Karlee Nevares
(562) 296-9546
karleen@cbpmail.net

CUSTOM EXPANDS CUSTOMTECH® LINE OF FLOORING PREP PRODUCTS

CUSTOM'S comprehensive system of self-leveling underlayments, primers, patching compounds and moisture control solutions are designed for all types of floor covering

SEAL BEACH, Calif. – January 31, 2014 – Custom® Building Products

[\(http://www.custombuildingproducts.com/\)](http://www.custombuildingproducts.com/), the leading provider of tile and stone installation systems, introduces seven new products, dramatically expanding the depth and breadth of its CustomTech line. Designed for all types of floor covering, CustomTech comprises a complete collection of the most advanced, easy-to-use, professional-grade subfloor preparation products currently available.

Engineered for application under vinyl, wood, rubber, linoleum, laminate, carpet, tile, stone and other floor coverings, CustomTech products smooth subfloors and ensure lasting performance. The system excels in a wide variety of environments including retail, hospitality, institutional, health care and large commercial projects due to its superior performance. CustomTech is available to qualified contractors and includes self-leveling underlayments, primers, moisture control and patching products.

"The CustomTech line of professional-grade products incorporates the most advanced technology in the industry and is engineered for performance as well as low prep installation efficiency. Simply sweep, prime and pour," said Eric Carr, director of channel marketing for Custom Building Products.

Self-Leveling Underlayments

CustomTech self-leveling underlayments seek their own level in minutes and set predictably — providing a smooth, even surface with high compressive strength. The CustomTech line includes two premium calcium aluminate- based self-leveling underlayments:

- Techlevel™ 150 is a high-quality underlayment that achieves greater than 4,000 PSI compressive strength utilizing low-prep technology with superior crack resistance. It can be used up to 1-1/2".
- Techlevel™ XP-1™ is a contractor-grade, high-strength, low prep formula that achieves 5,000 PSI compressive strength. It is abrasion resistant and can hold up to traffic during construction. Use it up to 2" thick.

Primers

CustomTech's versatile primers ensure a strong bond between subfloors and levelers on either porous or non-porous surfaces for a uniform and durable installation.

CustomTech presents three different primer options that are each solvent-free:

- TechPrime A is an advanced acrylic primer/sealer that has a low viscosity, single component formula and provides excellent, versatile performance over either porous or non-porous surfaces.
- TechPrime WE is a two-part, polymer modified water-borne epoxy primer/sealer that prepares non-porous surfaces such as ceramic tiles, metals, and well bonded cut back adhesives.
- TechPrime E is a low viscosity, two-component, 100-percent solids epoxy primer for use in high-demand environments and is excellent over concrete.

Moisture Remediation

Uncontrolled moisture can cause cracks, crumbling and weakened bonds between the substrate and floor coverings. Controlling the rate of moisture vapor transmission can protect the integrity of the installation. The CustomTech line includes Tech MVC, a two-component, true single coat, high density, 100-percent solids epoxy that is moisture- and alkali resistant. It is formulated to control concrete moisture vapor emission and alkalinity beneath finished flooring. It also is solvent-free with a low viscosity formula.

Patching

Rough, damaged or uneven subfloors demand durable floor covering support. CustomTech's patching accessory products can be used over concrete, plywood, existing tile and other surfaces for even, quick-setting results from feather edge to 2-inches. CustomTech offers two patching formulas:

- Silk™ is a fast-curing, easy-to-spread, calcium aluminate based patching and finishing compound that provides a smooth finish to a variety of substrates prior to the installation of floor coverings. Silk can be applied from feather edge to 1-inch thickness.
- GenPatch is a fast-setting, calcium aluminate compound that provides a durable patch on interior and exterior subfloors prior to the installation of a wide variety of floor coverings. It can accept the installation of new floorcoverings in 30-to-90 minutes and provides a smooth finish up to 2-inches thick.

About Custom Building Products

Custom Building Products, based in Seal Beach, Calif., is North America's leader in flooring preparation products and tile and stone installation systems for residential and commercial projects. The company's product brands, including WonderBoard® Lite backerboards, RedGard® waterproofing membrane, SimpleMat® tile setting mat, Fusion Pro™, Prism®, CEG™ and Polyblend® grouts, a comprehensive line of lightweight mortars, TileLab® and Aqua Mix® 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 flooring, tile and stone industry through its commitment to provide performance-driven installation systems and support.

For more information on CustomTech products and comprehensive resources including product and warranty information, installation specifications and technical support, please visit www.customtechflooring.com or call (800) 272-8786.

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