



**CUSTOM**®  
BUILDING PRODUCTS

**The Leading Provider of Tile and Stone Installation Systems  
In North America, is now available in New Zealand**

## The CUSTOM Story

*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.*

*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.

Twelve manufacturing and distribution centers in the United States and Canada, along with partners in Mexico, United Kingdom and United Arab Emirates (UEA), allow us to deliver high quality products and unparalleled service and support, yet we believe in more than just producing – we are continually moving forward with improved products that are easier to use, work better and last longer.

## 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.

Recently, Custom developed a complete line of strong; lightweight products to help installers save time impacting speed of installation. New ultra-lightweight *EasyBoard* is an easy to use backerboard that's revolutionizing the industry. 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, and epoxies.

**Care & Maintenance** – sealers, cleaners and problem solvers.

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

## Product Certification 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 America (TCA) and ANSI specifications.

## 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 and CCPR to help customers make the right product choices.

- Continuing Education Seminars
- University of CBP
- On-Site Inspections
- Field Technical Support



## Environment



Custom is committed to environmental responsibility – in 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 use recycled waste. Custom's lightweight products conserve energy by using less fuel in transportation. Regional production at 14 locations ensures reduced emissions. 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 805kms

## 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 130,064 m2 on 34 hectares with 1.1M employees.***
- 1970** Custom introduced colored tile grouts.  
**TODAY** ***Custom maintains the largest grout colour 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 9,000 tonnes 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.***
- 1983** Custom acquired a flooring adhesive manufacturer.  
**TODAY** ***More than 10 acquisitions contribute to Custom's success, including WonderBoard®, Superior Tools and Aqua Mix.***
- 1988** Custom extended its family of products to include tile sealers, finishers and cleaners.  
**TODAY** ***Custom offers 4 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 continual educational support for architects, builders and specifiers.  
**TODAY** ***Custom's Architectural Resources program earned the prestigious American Institute for Architects (AIA) Award for Excellence.***
- 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 a distributor based in UAE.  
**TODAY** ***Custom distributes products to more than 30 countries worldwide, including New Zealand.***



**Custom Building Products exclusive distributor in New Zealand and the South Pacific**