



**CUSTOM**®  
BUILDING PRODUCTS

**AQUA MIX**  
Smarter Products.  
Professional Results.

**Press Article – May 2010**

**Custom Building Products announces New Formula for Aqua Mix Sealers Choice Gold - this new advanced formula provides maximum stain protection in less than 4 hours.**

Custom® Building Products announces major upgrades to Sealer's Choice Gold Sealer®, a premium water-based, no-sheen penetrating sealer that is the flagship of its top selling [Aqua Mix®](#) line of stone and tile care products. The result of intensive research, Aqua Mix Sealers Choice Gold has been re-formulated with improved surface wetting chemicals and advanced new stain and moisture repelling agents for maximum stain protection, and features a rapid cure formula that protects in less than four hours.

Many common staining agents only penetrate into the surface of the stone [Aqua Mix Sealer's Choice Gold Rapid Cure](#) has been formulated to optimize its performance to protect where the stain is most likely to occur, just below the surface layer of the stone.

*“Aqua Mix pioneered the water-based sealer, and Custom is continuing that leadership with continual, ongoing research to develop new breakthroughs that improve these products. Aqua Mix Sealer's Choice Gold Rapid Cure now performs faster and better, thanks to a proprietary combination of advanced new chemicals and a better understanding at a molecular level of how stains penetrate tile and stone,”* said Steve Taylor, Chief Scientist for Custom Building Products.

*“The rapid cure formula is designed to provide stain resistance in less than 4 hours which is ideal in time sensitive applications where weather or foot traffic may demand faster protection,”* said Rod Sigman, Business Development Manager for Technical Installation and Care Products.

Aqua Mix Sealer's Choice Gold's low VOC formula protects indoor air quality and contributes to [LEED](#) certification, and it can be used for both interior and exterior installations and pre-grouting applications.

**About Custom Building Products**

Custom® is widely recognized a leading manufacturer of tile and stone installation systems in North America for almost 50 years. The company's wide product range includes [Adhesives](#), [Backerboards](#), [Grouts](#), [Membranes and Underlayments](#), [Patching Compounds](#), [Self Leveling Underlayments](#), [Waterproofing](#) and [Aqua Mix care and maintenance](#) products that are considered the most popular and most trusted by

industry professionals. Custom Building Products continually raises the standards for the tile and stone industry through its commitment to innovation, performance and exceptional customer service.

Global Tile's web site offers comprehensive resources including product and warranty information, installation specifications and technical support. For more information on Custom's broad family of quality tile and stone installation system products available in New Zealand and the South Pacific, please call 09-6340712, email [info@globaltile.co.nz](mailto:info@globaltile.co.nz) or visit [www.globaltile.co.nz](http://www.globaltile.co.nz)



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