



CUSTOM[®]
BUILDING PRODUCTS



Press Release – June 2010

Tile Professionals Praise High-Performance for Custom's EasyMat™ with SoundGard® Technology

Custom first introduced [EasyMat™ with SoundGard® Technology](#) to the North American tile and stone industry in 2006 it has quickly become a favourite of many leading tile and stone installers because it saves time, effort and costs.

EasyMat™ *is now available in New Zealand*, and because surface preparation is often the most time-consuming, labour intensive part of a job, traditionally requiring the use of heavy backerboards that take considerable time to install. But EasyMat™ is a versatile, easy-to-use alternative that lets tile professionals prepare surfaces faster and smarter, increasing productivity and reducing labour. Highly reliable, EasyMat™ can be used over *any* acceptable subfloor and eliminates the need for backerboards and other underlays.

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EasyMat™ weighs up to 25 times less than cement backerboards, making it extremely easy to transport, carry and install. In fact, one roll of 5mm EasyMat™ covers 27.87 square metres and weighs only 11.34kgs – the same 27.87 square metres of 6mm backerboard and weighs 294.83kgs and requires 68kgs of thin-set.

In addition to its weight, backerboard installation is also labour-intensive, requiring scoring, snapping, fastening and taping. EasyMat™ cuts easily with a utility knife and requires no mechanical fasteners. An exclusive peel-and-stick option eliminates the need for thin-set beneath the underlayment and installs up to four times faster than backerboard, reducing downtime and allowing immediate installation of tile or stone. Most importantly, tile contractors can depend on the reliability of EasyMat™ because it is designed so that the adhesive locks into the underlayment, creating an exceptionally strong, bonded crack prevention system that withstands high levels of stress and prevents cracks of up to 6mm due to horizontal subfloor movement.

Tile Professional Finds EasyMat Outperforms Competitors

Mark De Wolf, owner of De Wolf Tile in Portland Oregon is an ardent supporter of EasyMat™. Mark originally selected EasyMat™ for the Metropolitan, a luxury condominium tower in the trendy, upscale Pearl District of Portland Oregon because acoustical control was

a high priority in the multi-unit residential tower, and EasyMat™ offers high, credible impact sound reduction. ***“Sound control was critical, so we conducted our own tests on several competing products to ensure we were making the right decision”*** he said. ***“While some products failed to meet their advertised performance levels, EasyMat™ actually exceeded its official ratings in our testing. We knew then that we had found the best solution.”***

It was upon installation that Mark and his team learned just how great EasyMat™ handles on the job site. ***“I was amazed at how easy it was to install EasyMat™. It went down in just a fraction of the time it would have taken us to use backerboard, and it was so easy to carry!”***

Mark noted that EasyMat™ was so simple to install, that he could assign the task to an apprentice, saving his higher-cost, skilled craftsmen for the more difficult, precise aspects of the job. ***“I will be using EasyMat™ on every job from now on, even when sound control isn’t the issue,”*** he said.

De Wolf Tile’s Experience is Typical

“Mark De Wolf’s experience with EasyMat™ is typical of what is happening in the field, as tile professionals discover for themselves the incredible advantages of this high performance underlayment,” said Reeve Haldeman, Senior Product Manager for Custom Building Products. ***“Just as with WonderBoard® a generation ago, Custom is proud to bring a new solution to the industry that combines exceptional performance, reliability and ease of use while saving time and labour. EasyMat™ is truly changing the way tile is set.”***

EasyMat™ is protected by Custom’s [MoldGard™ Technology](#) and will not rot, shrink or absorb water.

Professionals can install EasyMat™ quickly, easily and with confidence since it is backed by Custom’s [industry-leading lifetime warranty](#) when used as part of a qualified Custom® tile installation system.

EasyMat™ is available in 3mm, 5mm and 12mm thicknesses; and 3mm and 5mm are available with the optional peel-and-stick adhesive backing.

About Custom® Building Products

Custom® Building Products is widely recognized as a leading manufacturer of tile and stone installation systems for the North American market. The company’s wide product range includes [Adhesives](#), [Backerboards](#), [Grouts](#), [Membranes and Underlayments](#), [Patching Compounds](#), [Self Levelling Underlayments](#), [Waterproofing](#) and [Aqua Mix care and maintenance](#) products 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.

As Custom Building Products exclusive distributor in New Zealand and the South Pacific, Global Tile’s web site offers comprehensive resources including product and warranty information, installation specifications and technical support. For more information on the Custom’s broad family of quality tile and stone installation system products please call 09-6340712, email info@globaltile.co.nz or visit www.globaltile.co.nz