



CUSTOM[®]
BUILDING PRODUCTS

Press Release – May 2010

Custom[®] Building Products was Ranked "Most Preferred" in 6 Tile Categories. The 2nd Annual CLEA Report shows Custom Brands Are the Most Preferred by Tile Contractors

Custom[®] Building Products the leading manufacturer of tile and stone installation systems, was named ***"Most Preferred Brand"*** more often than any other manufacturer in the 2009 Tile & Stone Installation Contractor Market Study, conducted by Clear Seas Research in partnership with the National Tile Council of America (NTCA) and *Tile* magazine. The awards were presented on 03 February 2010 at Surfaces 2010 in Las Vegas.

Out of a national sample of almost 700 contractors, installers, business owners, and other professionals involved in flooring installation, Custom Building Products was named ***"Most Preferred Brand"*** in the following categories: Cement Based Adhesives (Thin-set); Organic Adhesives (Mastics); Cementitious Grouts; and Sound Reduction Products. Custom's Aqua Mix[®] line of care and maintenance products was named ***"Most Preferred Brand"*** in the Sealers and Cleaners categories.

"At Custom, our focus is always on the tile professionals in the field. We put all our effort into developing reliable, innovative tile and stone installation systems that meet their needs and exceed performance expectations," said John McMullen, Executive Vice President for Custom Building Products. ***"It is very gratifying to know that we are succeeding in our goals to support tile contractors with outstanding products, and we appreciated being recognized by Clear Seas Research for this effort."***

According to the report, the research was conducted to measure opinions and to understand current trends from professionals involved in the tile and stone installation industry. The report provides a detailed look into the market for tile and stone installation products in the U.S., including key insights on product demand, brand preferences and the competitive landscape by region. The study focuses on all major types of tile and stone installation, including setting materials, surface preparation, finishing products, and tools/equipment.

Custom's flagship products in the winning categories include:

Organic Adhesives (Mastics):

- [OmniGrip[®]](#) Maximum Strength Adhesive

Sound Reduction Products:

- [EasyMat[®]](#) Tile & Stone Underlayment

Cementitious Grouts:

- [Prism[®] SureColor[®]](#) Grout
- [Polyblend[®]](#) Grout

Cement Based Mortars (Thin-set):

- [MegaLite[®]](#) Crack Prevention Mortar
- [ProLite[®]](#) Tile & Stone Mortar
- MegaFlex[®] Crack Prevention Mortar (Not available in New Zealand)
- FlexBond[®] Fortified Thin-Set Mortar (Not available in New Zealand)
- [VersaBond[®]](#) Fortified Thin-Set Mortar

Sealers:

- Aqua Mix[®] [Sealer's Choice Gold[®]](#)
- Aqua Mix[®] [Enrich 'N' Seal™](#)

Cleaners:

- Aqua Mix[®] [Concentrated Stone & Tile Cleaner](#)
- Aqua Mix[®] [Heavy-Duty Tile & Grout Cleaner](#)

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.

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 available in New Zealand and the South Pacific, please call 09-6340712, email info@globaltile.co.nz or visit www.globaltile.co.nz



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