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CUSTOM LAUNCHES SPIDERWEB™ II UNCOUPLING MAT WITH ENVIRONMENTAL BENEFITS

*New design integrates more than 70 percent recycled pre-consumer materials
while maintaining exceptional crack-isolation performance*

SEAL BEACH, Calif. – Jan. 27, 2014 – Building upon the success of the SpiderWeb™ product brand, Custom® Building Products (<http://www.custombuildingproducts.com/>), the leading provider of tile and stone installation systems, introduces its upgraded SpiderWeb II Uncoupling Mat featuring a new heat-welded fleece design that delivers the same crack-suppression performance while contributing to a greener standard for building.

The SpiderWeb II Uncoupling Mat is a waterproof, vapor-proof uncoupling membrane used for crack-isolation in most tile, porcelain or natural stone installations. It can be applied over challenging substrates such as green concrete and single-ply supported floors.

The product's heat-welded fleece on both the top and bottom lock mortar onto the mat for a strong, reliable tile installation. SpiderWeb II is engineered with a sacrificial layer that shears away, or uncouples, when exposed to excessive substrate movement, absorbing stress and preserving the surface and integrity of tile and grout.

“SpiderWeb II, with its new dual heat-welded fleece, delivers impressive mechanical bonding to mortar,” said Tony Pasquarelli, marketing services manager for Custom Building Products. “The new design locks in mortar at every point of contact to deliver excellent performance. Additionally, this advanced product offers the added benefit of recycled content, which contributes toward green building practices.”

(more)

Since SpiderWeb II is made from more than 70 percent recycled pre-consumer materials by weight, its use can earn LEED credits (LEED MR4). The product also contains no volatile organic compounds. SpiderWeb II meets the American National Standards Institute (ANSI) ANSI A108.01, A108.17, A118.10 and A118.12.

The mat is available in 1-meter-by-30-meter rolls. Waterproof installations are accomplished by adding CUSTOM's SpiderWeb II brand seam tape and pre-formed inside and outside corners. CUSTOM's RedGard Fabric Membrane Strips and corners can also be used. The collection of products is eligible for up to a lifetime warranty when used with CUSTOM mortars as part of a qualifying system.

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® SureColor®, CEG-Lite® and Polyblend® grouts, a comprehensive line of lightweight mortars, TileLab® and AquaMix® 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 CUSTOM's quality tile, stone and flooring installation products and comprehensive resources including product and warranty information, installation specifications and technical support, please visit www.custombuildingproducts.com or call (800) 272-8786.

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