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For more information contact:
Karlee Nevares
(562) 296-9546
karleen@cbpmail.net

CUSTOM INTRODUCES MULTI-SURFACE BONDING PRIMER

Innovative primer aggressively bonds to porous and non-porous substrates to make challenging jobs easier such as tile over tile

SEAL BEACH, Calif. – Jan. 27, 2014 – Custom® Building Products (<http://www.custombuildingproducts.com/>), the leading provider of tile and stone installation systems, introduces its Multi-Surface Bonding Primer, a ready-to-use, single component, water-based primer engineered to deliver unsurpassed adhesion on a variety of substrates where proper bonding can be difficult.

Formulated with aggregates and polymers that promote mechanical bonds over both porous and non-porous substrates, CUSTOM's Multi-Surface Bonding Primer also requires no shot blasting or grinding in most cases, making it especially easy to use.

"Custom Buildings Products' Multi-Surface Bonding Primer offers a safe, acrylic based formula that is ideal for a variety of substrates while offering the best adhesion on even the most difficult surfaces," said Eric Carr, director of construction channel marketing for Custom Building Products. "Along with it requiring no mixing of multiple components, this single-component primer is easy to apply in one coat for most applications with either a roller or a brush."

Engineered to provide unmatched adhesion on difficult substrates, CUSTOM's Multi-Surface Bonding Primer effectively bonds to cement-based mortars, tile adhesives and self-leveling underlayments. It works on surfaces such as tile over tile, vinyl substrates, epoxy-based substrates, metal, and other difficult-to-bond surfaces. It also can be used as a primer for some resin-backed tile.

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®, CEG™ and Polyblend® grouts, a comprehensive line of lightweight mortars, TileLab® and Aqua Mix® 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 Flooring Installation Systems 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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