

# CARLISLE'S AUTHORIZED APPLICATORS **MARKETING ANNOUNCEMENT**

## **EPDM-2011-12**

**New 16.5' Sure-White® with 3" FAT™ Seam Technology**  
**May 10, 2011**

TO: Carlisle Authorized Applicators

Due to the overwhelming popularity of our Sure-Seal® 16 ½' x 100' EPDM membranes with 3" Factory-Applied Tape (FAT), Carlisle is pleased to announce that the 3" FAT option is now available on our 16 ½' x 100' Sure-White 60-mil non-reinforced EPDM membrane.

Sure-White remains the industry's only ENERGY STAR®-qualified EPDM membrane, combining the dependable performance inherent in every Carlisle EPDM membrane with the cool-roof benefits that help reduce cooling costs and contribute toward LEED certification. The 16 ½' sheet will be packaged one sheet per core with no folds. This format will initially be available with 3" FAT and stocked in Carlisle, PA only.

Carlisle's FAT continues to lead the industry as the fastest and easiest way to create a seam between two single-ply membranes. FAT is applied in a factory-controlled setting that results in increased quality, reliability and performance of the seam. When Carlisle's FAT is used in conjunction with Carlisle's pressure-sensitive accessories, the resulting roof installation can be completed in a fraction of the time that it takes to install comparable roofing systems.

### **Product Information:**

#### **319074 – Sure-White 060 FR Non-Reinforced EPDM 16.5' X 100' with 3" FAT – no fold**

Carlisle's 16.5' sheets are a popular alternative because they increase productivity and labor savings when compared to other membrane widths. These membranes reduce the number of seams by 40% when compared to a 10'-wide membrane. They are also the widest sheets available without factory folds, so the wait time typical for wider-width sheets to relax is eliminated.

If you have questions regarding the Sure-White addition to Carlisle's EPDM product lineup, please contact your local Carlisle manufacturer's representative or distributor for more information.

Sincerely,



Scott J. Long  
EPDM Product Manager

\*ENERGY STAR qualification is only valid in the U.S.