## **PRESS RELEASE**



FOR IMMEDIATE RELEASE September 25, 2012 Media Contact: Tony Matter (717) 960-4415 Tony.Matter@syntec.carlisle.com

## Carlisle SynTec Systems Releases Industry's only KEE Glass-Reinforced FleeceBACK PVC Membrane

(Carlisle, PA) – Carlisle SynTec Systems, a leading manufacturer of single-ply roofing materials, is pleased to introduce its Sure-Flex<sup>™</sup> PVC KEE FRS FleeceBACK membranes. Sure-Flex PVC KEE FRS FleeceBACK features a high-strength combination of Dupont<sup>®</sup> Elvaloy<sup>®</sup> KEE copolymer, fiberglass reinforcing scrim and polyester fleece backing.

"Our Sure-Flex PVC KEE FRS FleeceBACK membrane is perfectly suited for high-performance fully adhered applications," said Ron Goodman, Carlisle's FleeceBACK product manager. "With its KEE plasticizer, dimensionally stable fiberglass reinforcing scrim and thick fleece backing, we believe it's a game-changer in terms of rooftop durability and flexibility."

Elvaloy KEE enhances the performance and extends the useful life of polyvinyl chloride (PVC) products. Because of its high molecular weight, Elvaloy KEE does not migrate out of the PVC membrane keeping the sheet flexible and cleaner over the long run. KEE helps improve low-temperature performance and keeps the membrane pliable and weldable throughout its service life.

FleeceBACK PVC KEE FRS membranes are manufactured using a hot-melt extrusion process for complete scrim encapsulation. The membranes are available in 105-, 115- and 135-mil thicknesses, creating a durable and versatile sheet ideal for fully adhered reroofing or new construction projects.

**About Carlisle SynTec:** Carlisle SynTec Systems, headquartered in Carlisle, Pennsylvania, has been manufacturing single-ply membrane roofing systems for half a century. Carlisle SynTec is a business segment of Carlisle Construction Materials and has membrane manufacturing facilities in Carlisle, Pa; Greenville, Ill.; Senatobia, Miss.; and Tooele, Utah. For more information, call 800-479-6832 or visit www.carlisle-syntec.com.

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