



Dear Building Owner or Facility Manager,

A sustainable step forward in recycled content!

Carlisle is pleased to announce the first EPDM membrane to utilize post-consumer recycled content. Sure-Tough™ Reinforced EPDM membranes now feature 5% post-consumer and 5% pre-consumer recycled content.

Utilizing post-consumer content in lieu of consuming virgin raw material to manufacture Sure-Tough membranes resulted in the following environmental benefits:

- 98% less H₂O used.
- 61% less electricity used.
- 96% less CO₂ emissions.
- The equivalent of 54,000 fewer tires going to landfills.

Sure-Tough EPDM offers numerous other advantages for your roofing projects.

- **Aesthetics.** Dark-colored EPDM roofs are less prone to showing dirt accumulation or unwanted biological growth that can create the wrong image for your building.
- **Energy and Natural Resource Conservation.** In heating-dominated climates, a dark-colored membrane is a smart choice since heating demand is typically 3-5 times greater than cooling demand. Most heating energy comes from burning fossil fuels, whereas air conditioning is powered by electricity that is increasingly supplied via renewable wind and solar sources.
- **Condensation.** Dark-colored EPDM helps mitigate the risk of moisture accumulation within the roofing system from condensation, which can lead to annoying springtime drips or “leaks,” or premature component failure.
- **Weatherability.** Sure-Tough EPDM has industry-leading UV resistance of 35,320 kJ/m² in the Xenon Arc Accelerated Weathering Test and has a great reputation for long-term performance.
- **Rooftop Safety.** Dark-colored EPDM rubber is less slippery than plastic-based membranes, helps melt snow, frost, and ice, and dries the surface much faster.

Consider using Carlisle’s Sure-Tough Reinforced EPDM roofing membrane to help meet your projects’ sustainability, safety, and performance goals.

Sincerely,

A handwritten signature in black ink that reads "Ronald L. Goodman". The signature is fluid and cursive, with a long horizontal line extending from the end.

Ronald L. Goodman
Marketing Manager, EPDM Roofing Systems