

MAXIMIZE Your REWARDS



Customer Incentive and Rewards Programs



Setting the Standard for Excellence

Carlisle SynTec Systems is proud to partner with top roofing applicators across the country. We're excited to offer programs that help grow your business while showing our appreciation for your hard work and loyalty. As a Carlisle Authorized Applicator, you're part of an elite group committed to top-quality work. These programs are designed to recognize and reward our most reliable partners.

Contents

- Excellence in Single-Ply (ESP) 4
- ESP Premier 6
- M1LEstone Award 8
- Perfection Award 10
- Perfection Council 10
- FleeceBACK® Champions 12
- Hall of Fame 14
- CCM Incentive Trip Policies 15

Excellence in Single-Ply (ESP)

Established in 1998 to recognize Carlisle SynTec Systems' most loyal and dedicated Authorized Applicators, the ESP Award has become one of the most recognizable and prestigious achievements in the commercial roofing industry. Inclusion in ESP is an acknowledgment that an Authorized Applicator is an industry leader. As membership in this exclusive group has grown throughout the years, one thing has remained the same – the bond between Carlisle and each of its ESP applicators is solidified by a mutual commitment to roofing excellence.



Points are awarded based on a combination of the following:



SALES VOLUME



PRODUCT MIX



HIGH-PERFORMANCE
ASSEMBLIES



QUALITY OF
WORKMANSHIP

Qualification Breakdown

Total Points = Points + Bonus Points

Points Calculation: Based on Application Square Feet (SF)

1 point/sf

for .045 mil EPDM, .045 mil TPO, .060 mil TPO, .050 mil PVC, .060 mil PVC

2 points/sf

for .060 mil EPDM, .045 mil Sure-Tough™ EPDM, .060 mil Sure-Tough EPDM, .060 SAT™ EPDM, .060 mil Sure-White® EPDM SAT, .045 mil SAP TPO, .060 mil SAP TPO, .060 SAP TPO, .060 mil PVC KEE

2.5 points/sf

for All FleeceBACK, .075 mil EPDM, .090 mil EPDM, .080 mil TPO, .080 mil PVC

Bonus Points Calculation:

10% bonus on points calculation if job qualified for a 'Walk-Off 10'



ESP was established to acknowledge and incentivize a specialized set of Carlisle Authorized Applicators who consistently surpass Carlisle's benchmarks. Conferred on an annual basis (October to October), ESP status is exclusively attained by the most accomplished Authorized Applicators, offering customers assurance that they have partnered with the very best in the industry. This tier receives customized marketing support and an annual incentive trip.

See all your ESP benefits:



Reward options within the ESP Rewards Program are geared toward helping you grow your business and your brand as a partner of Carlisle SynTec Systems.

CAPABILITIES SHEET

Did you ever wish that you had a professional piece to include in bids or for your sales team to use as a leave-behind? Capabilities sheets are customizable to showcase your experience with Carlisle SynTec Systems. Finished size is 8.5" x 11".

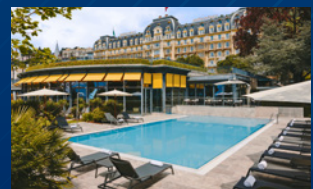


April 26 – April 30, 2027 Fairmont Le Montreux Palace Montreux, Switzerland

In 2027, Authorized Applicators have an exclusive opportunity to earn ESP status as we celebrate our 30th Anniversary in breathtaking Montreux, Switzerland. This landmark event will bring together top performers for an unforgettable experience at the iconic Fairmont Montreux Palace.



From Monday, April 26 through Friday, April 30, 2027, the program will recognize your achievements, elevate your success, and create lasting memories along the shores of Lake Geneva. With world-class accommodations and curated experiences, this celebration promises to be truly exceptional.



Stay tuned for more details on how to qualify and be part of this extraordinary occasion.



ESP Premier, a bi-annual award recognizing the top 20 ESP Authorized Applicators meeting Perfection Award quality standards. These applicators excel in workmanship, using new products, delivering high-quality commercial roofing, and contributing to Carlisle SynTec Systems' success.

ESP Premier members enjoy all the benefits of ESP, plus exclusive perks such as:

- » The ESP Premier Council offers its members an exclusive luxury trip alongside the Principal Owner* and a guest.
** This trip and its associated benefits are exclusively reserved for the named participant and cannot be transferred to any other individual or entity without prior written consent from the trip organizer.*
- » The ESP Charitable Projects Program is dedicated to positively impacting communities by donating high-quality roofing products for 501(c)(3) projects. Carlisle donates up to \$7,500 in charitable material contributions.
- » Customized marketing support from Carlisle's Integrated Marketing Communications (IMC) team:
 - ESP Social Media Campaign
 - Preventative Maintenance Postcards
 - ESP Press Release
 - Authorized Applicator Spotlight
 - Co-Branded Literature
 - Marketing Consultation with IMC
 - Capabilities Brochure
 - ESP Designation Logo for Use on Marketing Materials and Website
 - ESP Bid Packet
 - Custom Roof Hatch Stickers
- » 3,000 points toward the Branded Merchandise Program.
- » Participation in the Innovation Panel, which provides early access to new concepts, direct input into R&D, and exclusive opportunities to help shape Carlisle's future innovations.

ESP Premier Criteria:

- 1** Be in good standing with Carlisle SynTec Systems.
- 2** Achieve ESP status in at least four of the previous five years.
- 3** Maintain a current warranty claim rate less than or equal to \$0.0040/sf.
- 4** Have completed two major "new product" projects in the past year with VOC feedback to Carlisle.
 - New product examples include 16' TPO, SeamShield™, and Sure-Seal® Cool Gray EPDM.



ESP STOREFRONT

As an ESP Authorized Applicator, reward your crews with custom-branded merchandise signifying that your company ranks among the best of the best in commercial roofing. All ESP Authorized Applicators are awarded points to redeem for ESP-branded merchandise. From safety gear and office apparel to tailgating supplies and business development items, there is plenty to choose from in the online ESP Storefront to reward your team.

- » Go to www.carlisesyntec.com and enter your username and password in the fields provided within the login screen.
- » Click on the “ESP Storefront” link located in the Tools column on your dashboard.

The Points Breakdown

ESP
2,000

ESP Premier
3,000

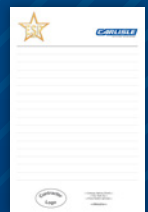
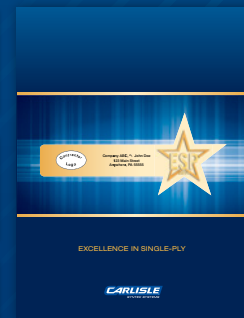
Scan here!



Custom Marketing Support

All ESP Authorized Applicators also receive customized marketing support from Carlisle’s Integrated Marketing Communications team. Offered as a free service to ESP Authorized Applicators, your company can take advantage of marketing support from Carlisle, including items such as:

- » Preventative Maintenance Postcards
- » Capabilities Sheets
- » Roof Hatch Stickers
- » ESP Press Releases
- » Co-Branded Literature
- » ESP Social Media Campaign
- » ESP Contractor Spotlight (ESP Premier only)
- » Marketing Consultation (ESP Premier only)



ESP Authorized Applicators also receive a premium listing on the Carlisle SynTec website and can use the ESP logo for their own marketing materials and website.

Get started today,
scan here!



Carlisle's M1LEstone Award

HONORING THE DEDICATION AND EXPERTISE
OF CARLISLE'S AUTHORIZED APPLICATORS

The M1LEstone Award is a prestigious recognition celebrating the dedication and expertise of Authorized Applicators who have achieved the remarkable milestone of installing at least one square mile (27.9 million square feet) of warranted Carlisle EPDM, PVC, and TPO systems.



WHY THIS AWARD MATTERS



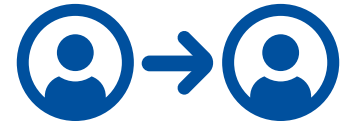
HONORING EXCELLENCE

The Carlisle M1LEstone Award is a true testament to the tireless efforts and unwavering commitment of roofing professionals who go above and beyond to ensure the reliability and longevity of their projects.



LOYALTY, TRUST, PARTNERSHIP, AND NEW PRODUCTS

This award recognizes and celebrates the values that matter most in the roofing industry — loyalty to quality products, trust in your partners, and the collaborative partnership between Carlisle and its Authorized Applicators — while also highlighting innovation through the latest products and roofing systems.



TIED INTO THE NEXT GENERATION

In addition to celebrating past achievements, the M1LEstone Award signifies a commitment to the next generation of roofing professionals who will continue to uphold the standards of excellence set by those before them.



The Tractor Supply Company Distribution Center (Navarre, OH) was one of the large-scale projects that contributed to Mid-South Roof Systems (left) receiving the 100 Million Square Feet award.



AWARD BENEFITS



RECOGNITION

Awardees will receive a prestigious Carlisle M1LEstone Award trophy and certificate acknowledging their outstanding contributions to the roofing industry. For each successive square mile of warranted roofs, the roofer will receive an additional award, allowing them to build a legacy of excellence.



VISIBILITY

The winners will be featured in industry publications, on the Carlisle website, and will have exclusive use of the M1LEstone Award logo, enhancing their professional reputation and showcasing their commitment to quality.



NETWORKING

Winners will have the opportunity to connect with other top professionals in the field and collaborate on future projects within the M1LEstone community. This network of excellence fosters innovation and knowledge sharing to advance the roofing industry.

Join Us in Advancing the Roofing Profession

Together, we can advance the roofing profession and create a more resilient future for all. The Carlisle M1LEstone Award is not just an accolade — it's a commitment to excellence and a symbol of trust in the industry. Join us in celebrating the achievements of dedicated professionals who have reached the pinnacle of roofing success.

Scan here to get started today.



Perfection Award and Council

Carlisle SynTec Systems' Perfection Award and Perfection Council were established in 2011 to recognize those Authorized Applicators who demonstrate a commitment to perfection and quality on every Carlisle installation.

Each year, the Perfection Award honors applicators whose exceptional installation quality results in a warranty claim performance that ranks in the top 5% of all U.S. and Canadian applicators. A small number of Perfection Award winners are selected to serve on Carlisle's Perfection Council for one calendar year, acting as an advisory board to help determine how Carlisle can best support its applicator network.



HOW TO QUALIFY

The following criteria are used to select Perfection Award recipients. All metrics are subject to change and can vary from year to year.

AWARD GOALS

7 YEAR AVERAGE:
150,000

CURRENT YEAR SF:
150,000

TOTAL JOBS PAST 7 YRS:
50

CLAIM RATE:
2.50%

CLAIM \$/SF:
\$0.0040

YEARLY MIN SF:
50,000



Perfection Council membership is determined based on those applicators who have earned the Perfection Award with the lowest incident rating of warranty claims.

Carlisle's Perfect 10 Program

After installing a Carlisle roofing system, a Carlisle Field Service Representative inspects your installation based upon workmanship and adherence to specifications. A Perfect 10 inspection rating means the installation meets Carlisle's stringent standards, which are the highest in the roofing industry. To reward your efforts, Carlisle's Perfect 10 Program boasts a great selection of incentive items, apparel and Carlisle gear—everything needed to outfit your team and so much more. Earn a "10" inspection rating on a project and you'll receive reward points based on the criteria below:

- » Sure-Seal® EPDM (Non-Reinforced 45-mil) = 1 Point per 1,000 Square Feet
- » Sure-Weld® TPO (45-mil) = 1 Point per 1,000 Square Feet
- » All other membranes – 2 Points per 1,000 Square Feet

You can redeem points anytime using the "Perfect 10 Online Order Form".

Scan here to log in using your unique Authorized Applicator username and password and see the order form.



PERFECTION COUNCIL

Membership in the Perfection Council provides access to recurring Technical & Warranty Services webinars designed to capture real-time questions and deliver proactive support from Carlisle's expert teams. These sessions help Authorized Applicators deepen engagement, enhance installation quality, and strengthen long-term relationships. Members benefit from improved training, fewer warranty issues, and increased exposure to new products and systems — expanding sales opportunities and reinforcing their relationship with Carlisle SynTec Systems.

FleeceBACK Champions and Rig Rebate Program

Program qualifications are calculated by Notices of Completion (NOCs). Applicators can select/register for either the FleeceBACK Champions or the Rig Rebate Program. Dual registration is not permitted. Applicators can only register for one FleeceBACK incentive program per calendar year. Choose your path to FleeceBACK success and register for a FleeceBACK incentive program. Contact your local Carlisle Manufacturer's Representative to register. By registering for a FleeceBACK Incentive Program you agree to receive monthly qualification update emails from Carlisle.

FLEECEBACK CHAMPIONS

FleeceBACK Champions are a select group of contractors who are committed to installing Carlisle's most durable and robust roofing systems: FleeceBACK AFX, FleeceBACK RL, and FleeceBACK EPDM, TPO, and PVC. FleeceBACK Champions are eligible for exclusive benefits, including annual incentive trips that provide opportunities to network with fellow contractors and Carlisle staff while enjoying a variety of exciting excursions.

Applicator Qualifications: Champion status is awarded based on yearly squares of warranted FleeceBACK membrane. Once Champion status has been awarded during a calendar year, the trips earned will take place the following year. FleeceBACK Champions may not be combined with any other FleeceBACK rebates or incentive programs.



FLEECEBACK

CHAMPIONS

CARLISLE SYNTEC SYSTEMS

New Champion Members

Notices of Completion (NOCs) Totaling:

- » 3,500 squares of Fleece = 3 passes*
- » 2,500 squares of Fleece = 2 passes
- » 1,500 squares of Fleece = 1 pass

Existing Champion Members

Notices of Completion (NOCs) Totaling:

- » 4,500 squares of Fleece = 3 passes*
- » 3,500 squares of Fleece = 2 passes
- » 2,500 squares of Fleece = 1 pass

* Maximum of 3 FleeceBACK Champion passes per firm, per year.
Each FleeceBACK Champion pass is redeemable for 1 person for 1 trip.

New Member: Company has not qualified for a FleeceBACK incentive program over the past 4 calendar years.

Existing Member: Company has qualified for a FleeceBACK incentive program over the past 4 calendar years.

FISHING

Ocean Reef – Florida Keys

May 24 – 27, 2027



TROPHY TRUCK RACING

Palm Springs, CA

Sept. 27 – 30, 2027



GOLF

McLemore Resort

Rising Fawn, GA

Oct. 19 – 22, 2027



FLEECEBACK RIG REBATE PROGRAM

1. Click [here](#) or contact your local Carlisle Manufacturer's Representative to register for the FleeceBACK Rig Rebate Program.
2. Once registered for the FleeceBACK Rig Rebate Program, the applicator will forfeit their opportunity to qualify for additional Fleece incentive programs, including FleeceBACK Champions, for the one-year duration of the Rig Rebate agreement.
3. Carlisle applicator shall purchase an approved* rig and accessories through a certified distributor, train two people to be fully competent in the operation/maintenance of the spray machine, and assign those individuals full responsibility for operation of the spray machine.
4. Contact a Carlisle Manufacturer's Representative or Carlisle for Rig Rebate Agreement Form.

Proof of purchase (official invoice) must be provided during the authorization of the Rig Rebate Agreement Form. Equipment purchase date must be within 60 days of signing the Rig Rebate Agreement.

5. Carlisle will provide a rebate to the applicator based on FleeceBACK membrane NOCs from January 1 through December 31 (a term of one calendar year). Rebate amounts will be calculated by NOC data.

Applicator Qualifications:

Rebates are awarded based on yearly sales of warranted FleeceBACK membrane. If all qualifications have been met during the calendar year, then the rebates will be awarded the following year.

Hall of Fame

Carlisle SynTec Systems' Hall of Fame (HOF) Applicators set themselves apart from the competition through their consistency and attention to detail. HOF Applicators are also knowledgeable about a wide variety of roofing systems and back their work with industry-leading warranties. Only the most accomplished applicators achieve Hall of Fame status, and this designation provides customers with the confidence that they have partnered with the very best in the industry. A Carlisle Authorized Applicator earns entry into the Hall of Fame after receiving 100 Perfect 10 inspection ratings from a Carlisle Field Service Representative. This initial milestone is recognized as Hall of Fame – Centurion. Each subsequent Hall of Fame level is awarded in increments of 250 additional Perfect 10 inspection ratings. An applicator achieves Hall of Fame – 250 status upon accumulating a total of 250 Perfect 10 inspection ratings.



BENEFITS OF HALL OF FAME

- » Hall of Fame Level Plaque
- » Hall of Fame Jackets and Hats
- » Award Dinner with Regional Manager and Carlisle's VP of Sales
- » Hall of Fame Press Release
- » Hall of Fame Capabilities Sheet
- » Priority Listing on Carlisle's *Find an Authorized Applicator* Website

CARLISLE CENTURION

A firm that has reached the first plateau of Hall of Fame, having completed 100 "Perfect 10" installations.

Centurions have a recognized stature within the single-ply roofing industry. The diligence, determination, pride and quality workmanship demonstrated by Centurions sets them apart from the rest.





CCM Incentive Trip Policies

- » **Age Policy:** All attendees must be 21 years or older. No exceptions will be made.
- » **Guest buy-in option(s) are no longer permitted.** This includes, but is not limited to spouses, significant others, and additional family members.
- » **Rollover Policy:** CCM Incentive trip passes are only redeemable within the calendar year that they are awarded. CCM Incentive trips will not be transferred to subsequent years.
- » **Cancellation Policy:** If an attendee cancels their trip for any reason, an attendee replacement is only permitted up to three weeks before the event for trips inside the US and one month before the event for international trips. After this deadline, any cancellation will result in forfeiture of that attendee's trip.
- » **CCM Incentive trip attendees must be used by an officer of the qualifying company.** Trips may not be gifted to non-qualifying parties. Examples of company officers are owner, vice president, estimator, general manager, project manager.
- » **Cash and other rewards programs cannot be substituted for incentive trip/program offers.**

Thank you for taking the time to explore our range of incentive programs and offerings.

At Carlisle SynTec Systems, we are committed to recognizing and rewarding dedication and hard work. Our diverse incentives are designed to inspire excellence, foster growth, and celebrate achievements.

For more information or to get started, please contact your Manufacturer's Representative or visit our website at www.carlisesyntec.com.

For questions on these programs, please contact communications@carlisesyntec.com.

Customer Incentive Reward Programs Benefits



Benefit	ESP Premier
Regional Project Review Teams, Inspection Coordinators, and Project Manager for Warranty Claims	✓
Warranty Admin Team – Issuances, Revisions, and Alterations	✓
Field Services Team – Regional Tech/District Manager and local Field Service Representative	✓
Regional Sales Team – Regional Manager, Technical Sales Reps, Distribution Partner, Product Marketing Support	✓
C.R.E.W. Training – Access to Regional Training Programs and In-Shop/Customized Training	✓
Access to Classes at the State-of-the-Art Carlisle Training & Education Center	✓
Inspections – Early Bird Warranty Program Benefits	✓
Premium Listing on the Carlisle SynTec Systems Website	✓
Customized Press Release Created and Distributed by Carlisle	✓
Wall Plaque or Trophy	✓
An All-Expense-Paid Program Trip for the Principal Owner and a Guest, which Includes: Roundtable Discussions with Carlisle’s Management Team, Peer Networking Events, and Entertainment Activities	✓
An All-Expense-Paid Trip Which Includes Peer Networking Events and Entertainment Activities with Manufacturer Representatives	
Exclusive First Access to Carlisle’s Newest Product Innovations	✓
Bid Packet Marketing Items	✓
Branded Storefront with Funds	✓
Charitable Projects Program Dedicated to Positively Impacting Communities by Donating High-Quality Roofing Products for 501(c)(3) Projects – Carlisle Donates Up to \$7,500 in Charitable Material Contributions	✓
Marketing Consultation Up to \$10,000 in Collaboration	✓
Case Study, Project Profile or Report from the Field Video	✓
Private Dinner with Fellow Carlisle Leaders and Executives	
Access to the FleeceBACK Rig Rebate Program	
Gain Exclusive Access to Sit on the Voluntary Innovation Panel, An Invite-Only Group of Forward-Thinking Professionals Committed to Shaping the Future of Our Products, Services, And Customer Experience	✓
Exclusive Access to Products and Systems Before They’re Available to the Public	✓



ESP	MILEstone Award	Perfection Award	Perfection Council	FleeceBACK Champions	Hall of Fame
✓	✓	✓	✓	✓	✓
✓	✓	✓	✓	✓	✓
✓	✓	✓	✓	✓	✓
✓	✓	✓	✓	✓	✓
✓	✓	✓	✓	✓	✓
✓	✓	✓	✓	✓	✓
✓	✓	✓	✓	✓	✓
✓	✓	✓	✓	✓	✓
✓	✓	✓	✓	✓	✓
✓	✓	✓	✓	✓	✓
✓			✓		
				✓	
✓					
✓					✓
✓		✓	✓		
	✓				
	✓		✓		✓
	✓				✓
				✓	
✓			✓		





EXPERIENCE THE CARLISLE DIFFERENCE



800-479-6832 | P.O. Box 7000 | Carlisle, PA 17013 | Fax: 717-245-7053 | www.carlisesyntec.com