

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.

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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



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.

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 mil PVC KEE

2.5 points/sf

for All Fleeceback, .075 mil EPDM, .090 mil EPDM, .072 mil TPO, .080 mil TPO, .080 mil PVC

Bonus Points Calculation:

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

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".



Make Some Memories in 2025!

The annual 2025 ESP incentive trip will be held at the Fairmount Kea Lani, Wailea, Hawaii from Wednesday, April 9 – Sunday, April 13, 2025. The benefits of becoming a Carlisle ESP Authorized Applicator are numerous, but none is better than the annual ESP incentive trip.



Each qualifying ESP winner receives an invitation to the annual ESP incentive trip – an all-expenses-paid retreat for the business principal and one guest.

The annual ESP incentive trip allows applicators to attend a series of business meetings and networking events alongside Carlisle's senior leadership and fellow standouts from the commercial roofing industry.

For more information, please contact the Meetings and Events team.



ESP Premier is awarded to 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 the Integrated Marketing Communications (IMC) team:

- ESP Social Media Campaign	- Preventative Maintenance Postcards	- ESP Press Release
- Authorized Applicator Spotlight	- Capabilities Brochure	- Co-Branded Literature
- Marketing Consultation with IMC	- Custom Roof Hatch Stickers	- ESP Designation Logo for Use on Marketing Materials and Website
- ESP Bid Packet		
- » 3,000 points toward the Branded Merchandise Program

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 Completed at least two major "new product" projects in the past year and provided VOC feedback to Carlisle.
 - New product examples include 16' TPO, SeamShield™, and Sure-Seal® Cool Gray EPDM.

ESP Premier Trip 2025

**Four Seasons Resort and Residences
Napa Valley • Calistoga, CA
September 29 – October 2, 2025**



In the food and wine capital of North America, you will be welcomed by a bespoke luxury resort in Napa Valley, the heart of California wine country. This resort is a Forbes Five-Star Hotel in Calistoga and is set within its own world-class vineyard. You will discover innovative and seasonal cuisine at Michelin-starred Auro, holistic spa rituals at Spa Talisa and thoughtfully personalized Four Seasons service. We're excited to raise a glass to all the best in life as you soak in magnificent views of Napa Valley.

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.carlislesyntec.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

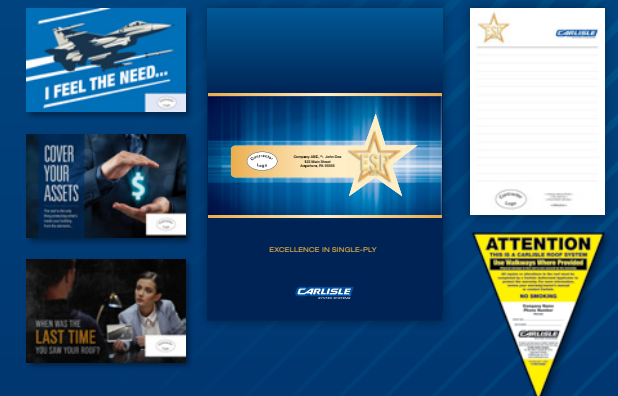
Scan here!



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 your 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. It also highlights innovation by showcasing 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 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 a one-year calendar year period, 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

All other membranes are worth 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 user name and password and see the order form.



PERFECTION COUNCIL TRIP

The annual Perfection Council trip not only provides some much-needed rest and relaxation, but also provides an opportunity to network with Carlisle staff and other applicators while being among the first to know about the latest industry standards and the newest products. The event is all-inclusive, which means Carlisle covers all costs associated with airfare, lodging, entertainment, meals, and excursions. The trip typically takes place in the spring, in a warm, exotic location. The dates and locations are announced each year to qualifying contractors. Over the years, Perfection has been held at many beautiful destinations, such as Aruba, the Dominican Republic, Cabo San Lucas, Jamaica, and the Riviera Maya. No matter the destination, you can count on building relationships with peers and Carlisle staff members while having a great time!

Perfection Council 2025

Fairmont Chateau Lake Louise • Monday, July 7 – Thursday, July 10, 2025

Surrounded by soaring mountain peaks, the majestic Victoria Glacier and a glistening emerald lake, the iconic Fairmont Chateau Lake Louise hotel is located in Alberta's Banff National Park, a UNESCO World Heritage Site, and is recognized globally for progressive environmental stewardship and responsible tourism. Originally built as a base for outdoor enthusiasts and alpinists over 100 years ago, Fairmont Chateau Lake Louise is a year-round luxury mountain resort offering guided mountain adventures, scenic hiking and canoe activities in the summer, a luxury spa, and exceptional dining experiences. Step into our backyard and discover endless outdoor recreational activities like hiking, canoeing, horseback riding, fishing, mountain biking and river rafting in the summer.



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. Program qualifications are calculated by NOCs. 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: Champions status is awarded based on yearly squares of warranted FleeceBACK membrane. Once Champions 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 Qualifiers – Notices of Completion (NOCs) Totaling

- » 3,000 squares of Fleece = 3 trip passes*
- » 2,000 squares of Fleece = 2 trip passes
- » 1,000 squares of Fleece = 1 trip pass

Existing Qualifiers – Notices of Completion (NOCs) Totaling

- » 4,000 squares of Fleece = 3 trip passes*
- » 3,000 squares of Fleece = 2 trip passes
- » 2,000 squares of Fleece = 1 trip pass*

Maximum of 3 passes per firm, per year. Each pass is redeemable for 1 person for 1 trip. Cash and other rewards programs cannot be substituted for program offers. Carlisle SynTec Systems reserves the right to amend, alter, or cancel this program at any time. Program rewards include airfare, meals, and lodging. Incidental charges are the responsibility of the participant. Only those contractors in good credit standing will be authorized to redeem Champions trip passes.

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, to include 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.

Rebate Qualifications – Notices of Completion (NOCs) Totaling

- 3,500 squares of Fleece = \$10,500 Rig Rebate
- 2,500 squares of Fleece = \$7,000 Rig Rebate
- 1,500 squares of Fleece = \$3,500 Rig Rebate

Approved Rig Rebate Manufacturers*

- Foampak – Predator Rig** – 888.458-2928 – www.foampak.net
- Amped Equipment – Patriot Jr.** – 800.620.7928 – www.patriotjr.com
- Advanced Roofing Innovations (ARI) – EZY Loader** – 631.759.0929 – www.aritechrep.com
- 4C's Spray Equipment – Hulk** – 888.485.5355 – www.4cssprayequipmentrental.com

FleeceBACK Champions 2025 Reward Trips



Streamsong Resort • Bowling Green, Florida Monday, May 19 – Thursday, May 22, 2025

Situated amid thousands of acres of stunning scenery and hushed seclusion in Central Florida, Streamsong is a one-of-a-kind golf destination created in complete harmony with its natural surroundings. The uniqueness is immediately unveiled from the very moment you arrive and the memories you make here will surely last a lifetime. A quiet place far from the concrete, crowds and chaos. Here you will experience the only place in the world with the original golf course designs by Coore/Crenshaw, Doak and Hanse/Wagner in the same location and all in the top 30 in the U.S. along with a modern lakeside lodge offering an array of exhilarating outdoor adventures unmatched in Florida.

Booked Courses: Red, Blue and the Chain.



Sonora Resort • British Columbia, Canada Tuesday, July 22 – Friday, July 25, 2025

Nestled in the Discovery Islands archipelago off the coast of British Columbia, Sonora Resort is a jewel amid one of Canada's most alluring and pristine environments. Accessible only by sea or air, Sonora offers a rare alchemy of secluded wilderness and opulent comfort.

At Sonora, we have had the distinct pleasure of welcoming guests for nearly 40 years. Beginning in 1979 as a rustic fishing lodge, our resort has transformed into the world-renowned luxury wilderness destination it is today.

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. Because only the most accomplished applicators achieve Hall of Fame status, this designation provides customers with confidence that they have partnered with the very best in the industry. A Carlisle Authorized Applicator earns a spot in the Hall of Fame once they receive 100 Perfect 10 inspection ratings from a Carlisle Field Service Representative. Hall of Fame – Centurion is the first level of this program, and each level thereafter increases by 250 so the next achievement would be Hall of Fame – 250. An applicator earns Hall of Fame – 250 status once they receive 250 Perfect 10 inspection ratings.



BENEFITS OF HALL OF FAME

- » Hall of Fame Level Plaque
- » Hall of Fame Press Release
- » Hall of Fame Jackets and Hats
- » Hall of Fame Capabilities Sheet
- » Award Dinner with Regional Manager and Carlisle's VP of Sales
- » Find an Authorized Applicator Priority Listing on Carlisle's 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 trips 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 any questions on any of the programs, please contact communications@carlisesyntec.com.

EXPERIENCE THE CARLISLE DIFFERENCE



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