

## Carlisle SynTec Systems' Customer Incentive Programs

# ESP

### WHAT IS ESP?

Excellence in Single-Ply (ESP) was established in 1998 to identify and reward an elite group of Carlisle SynTec Systems' Authorized Applicators who consistently exceed Carlisle's standards. Awarded annually, only the most accomplished applicators achieve ESP status, a designation that provides customers with confidence that they have partnered with the very best in the industry.

#### Benefits of ESP

- » Invitation to the annual ESP incentive trip
- » Business meetings and networking events alongside Carlisle's senior leadership team
- » Sessions with topics including product information, installation techniques, market trends and forecasts, and sales training for Carlisle products
- » Premium listing on Carlisle SynTec Systems' website
- » ESP branded merchandise
- » Customized marketing support from Carlisle's Integrated Marketing Communications (IMC) team

### WHAT IS PERFECTION?

Each year, the Perfection Award honors Carlisle Authorized 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 period, acting as an advisory board to help determine how Carlisle can best support its applicator network.

#### Benefits of the Perfection Award

- » Premium listing on Carlisle SynTec Systems' website
- » Perfection Award wall plaque and customized press release
- » Additional marketing support from Carlisle's Integrated Marketing Communications (IMC) team

#### Benefits of Perfection Council

- » All-expenses-paid trip for business principal which includes roundtable discussions with Carlisle's management team, peer networking events, and entertainment activities
- » Exclusive first access to Carlisle's newest product innovations
- » Premium listing on Carlisle SynTec Systems' website
- » Additional marketing support from Carlisle's Integrated Marketing Communications (IMC) team
- » Perfection Council wall plaque and customized press release

CARLISLE'S  
**PERFECT 10<sup>N</sup>**  
A W A R D

CARLISLE'S  
**PERFECT 10<sup>N</sup>**  
C O U N C I L

FLEECEBACK

# CHAMPIONS

CARLISLE SYNTEC SYSTEMS



## WHAT IS FLEECEBACK CHAMPIONS?

FleeceBACK Champions are a select group of Carlisle Authorized Applicators who are committed to installing Carlisle's most durable and robust roofing systems – FleeceBACK® EPDM, TPO, and PVC, RapidLock, and AFX membranes. FleeceBACK Champions status is awarded based on yearly squares of warranted FleeceBACK membrane installed.

### Benefits of FleeceBACK Champions

- » Annual incentive trips with a variety of activities
- » Networking opportunities with fellow contractors and Carlisle staff

## WHAT IS HALL OF FAME?

Carlisle SynTec Systems' Hall of Fame applicators set themselves apart from the competition through their consistency and attention to detail. Hall of Fame (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 150 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 Jackets & Hats
- » Award Dinner with Regional Manager and Carlisle's VP of Sales
- » Hall of Fame Press Release
- » Hall of Fame Capabilities Sheet
- » Find an Authorized Applicator Priority Listing on Carlisle's Website

## WHAT IS THE M1LESTONE AWARD?

Carlisle SynTec Systems' M1LEstone Award is an esteemed accolade honors the dedication and expertise of Authorized Applicators who have achieved the remarkable M1LEstone of installing one square mile (27.9 million square feet) of warranted Carlisle EPDM, PVC, and TPO systems. Only 1% of Carlisle Authorized Applicators receive this award.

### Benefits of the M1LEstone Award

- » M1LEstone Award Press Release
- » Exclusive marketing consultation with the Integrated Marketing Communications team to customize marketing efforts based on your company's goals and objectives
- » Find an Authorized Applicator Priority Listing on the Carlisle website
- » Use of the M1LEstone logo
- » Award Dinner with Carlisle Top Executives and Regional Manager