

CARLISLE'S AUTHORIZED APPLICATORS MARKETING ANNOUNCEMENT

ID-2011-18
725TR Improvements
October 20, 2011

TO: Carlisle Authorized Applicators

Carlisle is excited to announce improvements to its 725TR Air & Vapor Barrier/Temporary Roof.

Summer and winter seasonal changes present unique challenges, and we have changed the surfacing of 725TR to meet those conditions. We will now offer the product with a white-film surfacing for summer months and a black-film surfacing for winter months.

The white-film surfacing helps keep surface temperatures low during summertime applications, offering more comfortable conditions for installation crews. The winter product's black-film surfacing reduces the drying time for dew often experienced during the cooler fall and winter months.

Summer-grade 725TR should be installed at temperatures of 55°F and rising. Winter-grade 725TR should be installed at temperatures of 40°F and rising. When using CAVGrip™ Primer, winter-grade 725TR may be installed at temperatures as low as 25°F and rising. Note that all materials should be kept above 60°F prior to installation.

Below are the product codes for each version:

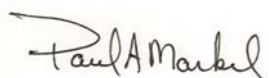
Product	Packaging	Product Code
725TR (Summer)	White	310632
725TR (Winter)	Brown	319612 (available now)

In addition, due to popular demand, the 725TR will return to a one-piece siliconized release liner, eliminating the current split-release liner. This will allow for an easier application when installing the sheet using the "mod-bit" method.

Contact your local Carlisle manufacturer for more information.

Sincerely,

Paul Markel



FleeceBACK Sales and Marketing

FleeceBACK is a registered trademark of Carlisle SynTec