

CARLISLE'S AUTHORIZED APPLICATORS MARKETING ANNOUNCEMENT

PVC- 2014-05
Sure-Flex KEE HP Membranes
April 29, 2014

To: Carlisle SynTec Systems' Authorized Applicators

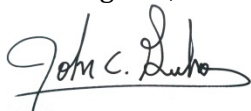
Carlisle SynTec Systems is pleased to announce that all of its Sure-Flex™ KEE and FleeceBACK® KEE membranes have been upgraded to contain **Elvaloy® KEE HP**, a solid, high-performance, high-molecular-weight resin modifier. Elvaloy KEE HP provides greater benefits than the standard Elvaloy KEE and traditional liquid plasticizers, including improved aesthetics, enhanced thermal performance, a wider window of weldability, and superior cold temperature flexibility. Please note: Carlisle has added "HP" to the names of its KEE products to signify the upgrade to Elvaloy KEE HP.

Features and Benefits of KEE HP:

- **History** – Elvaloy KEE HP was developed by DuPont™ in 1991 and has more than 23 years of performance history.
- **Chemical Resistance** – Compared to traditional PVC, KEE HP PVC membrane provides up to 67 percent better resistance against chemicals.
- **High Molecular Weight Plasticizer** – KEE HP plasticizers contribute to long-term membrane flexibility, provide resistance to rooftop contaminants, and will not migrate out of the membrane.
- **Improved Aesthetics** – Increased resistance to microbial growth and dirt pickup helps the roof stay cleaner and whiter.
- **Thermal Performance** – Enhanced resistance to UV degradation provides long-term weatherization and improved performance for the life of the roofing system.
- **Weldability** – Upgraded KEE HP plasticizer improves weldability by 51 percent.
- **Cold Temperature Flexibility** – KEE HP plasticizer provides superior membrane flexibility at lower temperatures.

If you have any questions or for more information, please contact your local manufacturer's representative or distributor.

Best Regards,



John C. Greko
PVC Product Manager