

**CARLISLE**  
SYNTEC SYSTEMS



**Excellence in Single-Ply**

# What is ESP?



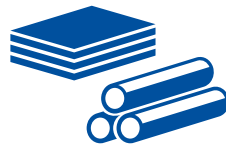
Established in 1998 as a means to recognize Carlisle SynTec Systems' most loyal and dedicated Authorized Applicators, the ESP award has become one of the most recognizable and prestigious achievements in the commercial roofing industry. Inclusion in ESP is an acknowledgment that an Authorized Applicator 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 all of its ESP applicators is solidified by a mutual commitment to roofing excellence.



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, 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.



SALES VOLUME



PRODUCT MIX



HIGH-PERFORMANCE  
ASSEMBLIES



QUALITY OF  
WORKMANSHIP

The ESP qualification period begins on November 1<sup>st</sup> and ends on October 31<sup>st</sup>.  
Points are determined from NOC square feet submitted during this period, not when the job was completed.

## 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'



The benefits of becoming a Carlisle ESP Authorized Applicator are numerous. Each qualifying company 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 Authorized Applicators to attend a series of business meetings and networking events alongside Carlisle's senior leadership and fellow standouts from the commercial roofing industry. ESP session topics include Carlisle product information, installation techniques and advice, market trends and forecasts, and sales training specific to Carlisle's products.

Read a testimonial of what ESP means and how it assists in your business.







# 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 by email at [ccmmeetings@carlisleccm.com](mailto:ccmmeetings@carlisleccm.com).





# CARLISLE ESP REWARDS

## Branded Merchandise Program

As an ESP Authorized Applicator, reward your crews with custom-branded merchandise to show off 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 ESP online storefront to reward your team.



THE POINTS BREAKDOWN:

**ESP Premier**  
**3,000 points**

**ESP**  
**2,000 points**

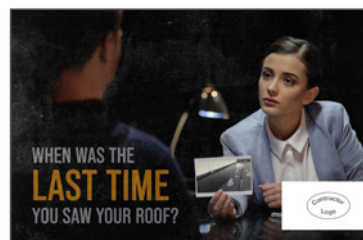


Scan here to order your merchandise:

## CUSTOMIZED 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:

- » ESP Bid Packets
- » Preventative Maintenance Postcards
- » Capabilities Brochures
- » Custom 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 use of the ESP logo for your own marketing materials and website.



Scan here to order your marketing assets:



ESP Premier is an exclusive recognition program within Carlisle SynTec Systems' Excellence in Single-Ply (ESP) initiative, reserved for 20 Authorized Applicators who demonstrate exceptional performance, commitment to quality, and long-standing success.

This prestigious council celebrates and rewards top-tier applicators for their outstanding contributions to the roofing industry and their partnership with Carlisle.

Membership in the ESP Premier represents a significant achievement, highlighting a dedication to excellence, superior installation practices, and consistent customer satisfaction over an extended period. It signifies being among the elite 20 Authorized Applicators who set the industry standard.

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

- » ESP Premier Council
- » ESP Charitable Projects Program

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## MEMBER EXPECTATIONS

To uphold the integrity and prestige of the ESP Premier Council, members are expected to continue demonstrating:

### **Consistent Adherence to Carlisle's Installation Standards**

A proven track record of high-quality workmanship and adherence to Carlisle's best practices.

### **Commitment to Growth and Excellence**

Participation in training, educational sessions, and adoption of innovative solutions to enhance performance.

### **Partnership and Engagement with Carlisle**

Active collaboration in business development efforts and mutual brand promotion.

## BENEFITS AND REWARDS FOR ESP PREMIER MEMBERS

As a member of the ESP Premier Council, Authorized Applicators receive access to exclusive benefits designed to strengthen their business relationships, enhance their market presence, and celebrate their success:

### **Luxury Recognition Trip**

Members will be rewarded with an all-expenses-paid luxury trip for the principal owner and a guest. This trip is a premier networking and relaxation opportunity, bringing together top industry leaders and Carlisle's senior executives in a unique and inspiring setting.

### **Elite Networking Opportunities**

Members gain direct access to Carlisle leadership and other top-performing Authorized Applicators, fostering meaningful connections that can shape future business collaborations.

### **Specialized Marketing and Branding Support**

Members receive tailored marketing support, including customized promotional materials and exclusive ESP Premier branding tools to differentiate their business in the marketplace.

### **Charitable Contribution**

Carlisle is dedicated to positively impacting communities by donating high-quality roofing products for a 501(c)(3) projects. Carlisle will make a donation in material contributions to your selected organization as a reflection of the council's community and industry stewardship values.

### **Recognition Across Multiple Channels**

Members will be prominently featured in Carlisle's marketing communications, website, and promotional events, further increasing visibility and credibility in the roofing industry.

**Any questions? Please reach out to your Carlisle Manufacturer Representative.**

## 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 COUNCIL

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.

### 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 CHARITABLE PROJECTS PROGRAM

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.



*EXPERIENCE THE CARLISLE DIFFERENCE*



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