



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.

THE LEVELS OF ESP

ESP HONORARY

ESP Honorary is tailored for Carlisle-Authorized Applicators who were on the verge of qualifying for ESP but did not meet the required metrics for the year. Carlisle aims to acknowledge and reward these Authorized Applicators by granting them ESP Honorary status. ESP Honorary applicators enjoy the same benefits as ESP Authorized Applicators, excluding the annual incentive trip.

ESP

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 the annual incentive trip.



ESP Premier is awarded to the top 20 ESP Authorized Applicators meeting Perfection quality standards. Recognizing outstanding workmanship, these Carlisle-Authorized Applicators excel in using new products, delivering high-quality commercial roofing, and contributing to Carlisle SynTec Systems' success. ESP Premier members enjoy the benefits of ESP, plus exclusive perks such as:

- » ESP Premier Council
- » ESP Charitable Projects Program



SALES VOLUME



PRODUCT MIX



HIGH-PERFORMANCE
ASSEMBLIES



QUALITY OF
WORKMANSHIP

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

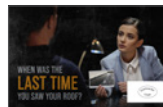
ESP – 2,000 points

ESP Honorary – 1,000 points

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.



MAKE SOME MEMORIES IN 2024!

The annual 2024 ESP incentive trip will be held at the Grand Velas, in Las Cabos, Mexico from April 18 – 21, 2024. 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.



EXPERIENCE THE CARLISLE DIFFERENCE



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