

CARLISLE
SYNTEC SYSTEMS

ESP

Excellence in Single-Ply

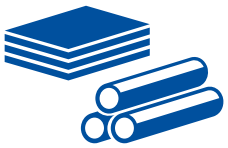
What is ESP?

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

The ESP qualification period begins on November 1st and ends on October 31st.
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 SAT TPO, .060 SAT 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.

PARTICIPATION IN THE INNOVATION PANEL:
offering early access to new concepts, direct input into R&D, and exclusive opportunities to influence Carlisle's future innovations.















MAKE SOME MEMORIES IN 2027!

In 2027, Authorized Applicators have the exclusive opportunity to earn ESP status as we celebrate our 30th Anniversary in breathtaking Montreux, Switzerland. This milestone event will bring together top performers for an unforgettable experience at the iconic Fairmont Montreux Palace.

From Sunday, April 25 through Friday, April 30, 2027, the program will be designed to recognize your achievements, elevate your success, and create lasting memories along the shores of Lake Geneva. From world-class accommodations to exceptional experiences, this anniversary celebration promises to be one for the books.

Stay tuned for more details on how you can qualify to be part of this extraordinary milestone.



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:

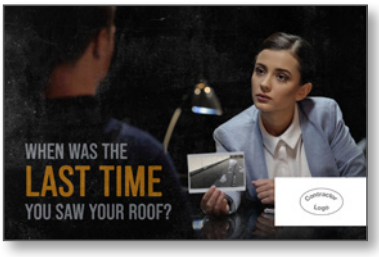
CUSTOMIZED MARKETING SUPPORT

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 ESP reserved for the top 20 Authorized Applicators in North America for exceptional performance and partnership and lasts for a two-year term. Achievement extends beyond volume, rewarding consistent adoption and installation of innovative solutions, Perfection-level quality, and a demonstrated commitment to collaboration.

The Criteria Required to Achieve ESP Premier:

- Consistent Performance
- Perfection Award Attainment
- Innovation Leadership
- Trusted Partnership

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 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.

Participation in the Innovation Panel

Members receive early access to new concepts, direct input into R&D, and exclusive opportunities to influence Carlisle's future innovations.

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

ESP PREMIER CRITERIA:

CONSISTENT PERFORMANCE

ESP Premier applicators have achieved ESP status in at least four of the past five years, demonstrating a long-term commitment to excellence and sustained growth with Carlisle.

PROVEN PERFECTION QUALITY

A low warranty claim rate of $0.0040/sf or less reflects strong attention to detail, proper installation practices, and a commitment to delivering high-quality roofing systems.

INNOVATION LEADERSHIP

Premier applicators are early adopters who help bring new technologies to market. By completing at least two major projects with new products and providing Voice of Customer (VOC) feedback, they help Carlisle refine products and develop future innovations. Examples of qualifying products include:

– ThermaThin® 7 – Sure-Weld® 16' TPO – SeamShield™ Technology – Sure-Seal® Cool Gray EPDM

TRUSTED PARTNERSHIP

ESP Premier applicators are partners in good standing who actively collaborate with Carlisle, support new initiatives, and provide valuable market insights that help strengthen the industry.

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.

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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ESP-12014 - "ESP Program Brochure"

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