

Carlisle Sure-Tough™ EPDM Now With 5% Post-Consumer Recycled Content January 17, 2024

To: Carlisle SynTec Systems' Authorized Applicators

Carlisle is excited to announce an immediate enhancement to our Sure-Tough black EPDM membrane, now featuring an impressive 5% post-consumer recycled content. This addition, combined with the existing 5% pre-consumer recycled content, positions Carlisle's Sure-Tough reinforced black EPDM as one of the most sustainable and environmentally friendly membranes in the commercial roofing industry and the only EPDM on the market that incorporates post-consumer recycled content.

Carlisle's commitment to sustainability is demonstrated by continually exploring innovative ways to reduce environmental impact by collaborating with other industries for eco-friendly product solutions. The post-consumer content used in our new Sure-Tough formulation is reclaimed carbon black derived from old tires that were diverted from landfills.

This not only addresses the global tire disposal crisis but also contributes to the development of new and more sustainable products.

By opting for post-consumer content instead of virgin raw materials, the manufacturing of Sure-Tough black EPDM membrane has resulted in significant environmental benefits without compromising material performance:

- **98% less water consumed compared to virgin material**
- **61% less electricity used compared to virgin material**
- **96% less CO2 emissions compared to virgin material**
- **A reduction in landfill tire disposal**

Beyond being a sustainable product from the outset due to its high recycled content, Carlisle's reinforced EPDM is easily recyclable at the end of its long service life. This combination of characteristics makes it one of the most environmentally friendly membrane roofing products.

For environmentally conscious building owners seeking to minimize their impact, consider the superior sustainability of Carlisle's Sure-Tough black EPDM. Join us in making a positive difference for the environment while enjoying the performance benefits of our industry-leading Sure-Tough reinforced EPDM membranes.

For more information on Carlisle's Sure-Tough EPDM, visit the Sure-Tough EPDM Information Page.

For more information regarding EPDM membranes or CCM's sustainability initiatives, please contact your local manufacturers representative.

Regards,



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