

MARKETING ANNOUNCEMENT

Authorized Applicator



MA-2021-04

TruGround® Conductive Primer for Electronic Leak Detection (ELD)

February 4, 2021

To: Carlisle SynTec Systems' Authorized Applicators

Carlisle SynTec Systems is pleased to announce that it has begun stocking and selling Detec Systems' TruGround conductive primer for electronic leak detection (ELD). In early 2020, Carlisle announced its collaboration with Detec to offer the single-ply industry's first Factory Mutual (FM) rated roof assemblies that include Detec's TruGround conductive medium. TruGround is a revolutionary liquid primer that allows for effective ELD testing of single-ply membranes, including bareback membranes and black EPDM.

Since the beginning of this partnership, TruGround was shipped directly to jobsites from Detec's location in the Pacific Northwest. This added complexity to the quoting process and could create issues with coordinating shipments.

Effective immediately, Carlisle has begun stocking and selling Detec TruGround conductive primer. Initially, TruGround will be stocked in Carlisle, Pennsylvania, and Tooele, Utah. This allows TruGround to ship with the rest of the project materials on one truck to reduce shipping costs and project delays.

Pricing will be included in the Carlisle price book and can be added to project quotes as needed. TruGround can be included in Carlisle Total System Warranties when used in an approved assembly.

Detec TruGround is available in 5-gallon pails. It is roller-applied to the top layer of insulation or cover board, directly below the membrane, prior to membrane attachment. TruGround does **NOT** take the place of bonding adhesive. Although TruGround is used as the conductive medium for ELD testing, leak detection testing will need to be purchased and coordinated through Detec or an approved Detec ELD testing agency.

Product Code	Product Description	Weight/Pail	Coverage Rate	Stocking Locations
341838	TruGround Conductive Primer	Approx. 48 lbs.	1250 ft ²	Carlisle, PA Tooele, UT

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

Regards,

Chris Kann
Associate Product Manager