



Excellence in Single-Ply



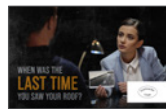
Established in 1998 as a means to recognize Carlisle SynTec Systems' most loyal and dedicated Authorized Applicators, the Excellence in Single-Ply (ESP) award has become one of the most recognizable and prestigious achievements in the commercial roofing industry. Inclusion in ESP is an acknowledgment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

WHAT IS ESP?

ESP was created to identify and reward an elite group of Authorized Applicators who consistently exceed Carlisle's standards. Awarded annually, only the most accomplished Authorized Applicators achieve ESP status, a designation that provides customers with confidence that they have partnered with the very best in the industry.

The following data points are analyzed to determine ESP qualification:

- » Sales Volume
- » Product Mix
- » High-performance Assemblies
- » Quality of Workmanship



THE BENEFITS OF ESP

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.

ESP Authorized Applicators also receive a premium listing on the Carlisle SynTec website, ESP-branded merchandise, and customized marketing support from Carlisle's Integrated Marketing Communications.

Customized Marketing Support from Integrated Marketing Communications:

- » ESP Bid Packet
- » Preventative Maintenance Postcards
- » Capabilities Brochure
- » Custom Roof Hatch Stickers
- » ESP Press Release
- » Co-Branded Literature
- » ESP Designation Logo for use on Marketing Materials and Website
- » ESP Social Media Campaign
- » Contractor Spotlight (Premier Level Only)
- » Marketing Consultation (Premier Level Only)

Scan here to order your marketing assets:

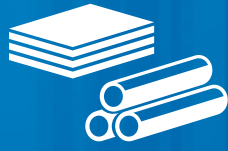


To learn more about Carlisle's ESP award, contact your local manufacturer's representative.

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SALES VOLUME



PRODUCT MIX



HIGH-PERFORMANCE
ASSEMBLIES



QUALITY OF
WORKMANSHIP

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.

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.



Scan here to order
your merchandise:



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.



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