



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.

ESP HONORARY

ESP



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)

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

