

CARLISLE'S AUTHORIZED APPLICATORS **MARKETING ANNOUNCEMENT**

PVC-2011-17

Sure-Flex™ PVC Low-VOC Bonding Adhesive

September 26, 2011

TO: Carlisle Authorized Applicators

Carlisle is pleased to announce the increased performance of its Sure-Flex PVC Low-VOC Bonding Adhesive. For a competitive advantage, Carlisle has improved performance (FM 1-225) and lowered the pricing of the Sure-Flex PVC Low-VOC Bonding Adhesive to the same price as the standard Sure-Flex PVC Bonding Adhesive.

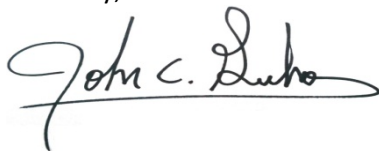
The standard Sure-Flex PVC Bonding Adhesive will be discontinued after the current inventory is depleted and will be replaced with the Sure-Flex PVC Low-VOC Bonding Adhesive. The Sure-Flex PVC Low-VOC Bonding Adhesive can be used in any application where the standard Sure-Flex PVC Bonding Adhesive could be used.

Benefits of Sure-Flex PVC Low-VOC Bonding Adhesive:

- Higher bonding strength allowing higher wind uplift ratings (up to FM 1-225)
- Decreased flashing time allowing increased productivity
- Lower levels of volatiles than standard Bonding Adhesive
- Higher strength allows quicker bonding
- Can be applied with a medium nap roller for ease of application
- Provides excellent adhesion between various substrates

If you have any questions regarding this marketing update, please contact your local Carlisle Manufacturer's Representative or Distributor.

Sincerely,



John Greko
PVC Product Manager