

# **Overview of Carlisle SynTec Systems' Email Communications**

Carlisle SynTec Systems sends a variety of email communications to customers. These emails include relevant information that should be valuable to you and your business.

### HOW TO SIGN UP FOR COMMUNICATIONS

To stay up-to-date and receive relevant content, head to the blue bar at the bottom of any page on Carlisle SynTec Systems' website and choose "Subscribe". This will take you to the Subscription Center where you can update or add your contact information and choose which types of communications you want to receive.

Below is an overview of the different types of e-communications that Carlisle sends to customers including Authorized Applicators, Manufacturer's Representatives, Authorized Distributors, and Design Professionals.

Scan here to access Carlisle's Subscription Center.



### **NEW PRODUCT ALERTS**

New Product Alerts are sent to Authorized Applicators, Manufacturer's Representatives, and Distributors any time that Carlisle announces a new product launch. New Product Alerts will include the product description, features and benefits, and links to supporting resources like Product Data Sheets, Product Brochures, installation videos, and more.

# Carlisle's 16-Foot Sure-Weld® TPO Membrane Carlisle's introduction of the industry's first-ever 16-foot-wide TPO sheet brings labor savings and efficiency to get more done in less time. With fewer rolls to load on to the roof, less time spent positioning and kicking out rolls, and fewer seams to weld, 16-foot wide TPO is the fastest and most efficient way to install adhered and induction welded TPO roofs. Loading and staging a job can be complicated and often requires significant crane time and coordination. With fewer rolls to hoist to the roof and stage,

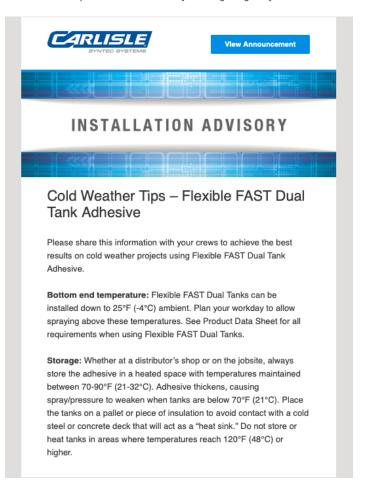
### PRODUCT UPDATES

Product Updates are sent to Authorized Applicators, Manufacturer's Representatives, and Distributors any time that Carlisle announces an update or change to an existing product or system. Product Updates include information about what has changed and links to supporting resources like Product Data Sheets, Product Brochures, installation videos, and more.



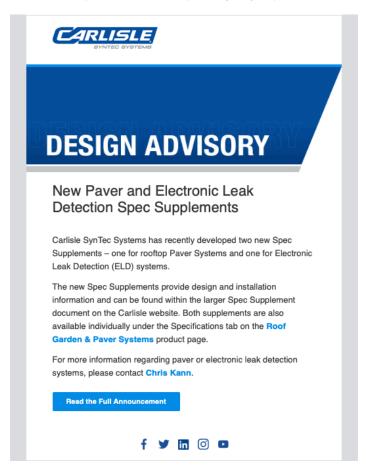
### INSTALLATION ADVISORIES

Installation Advisories are sent to Authorized Applicators, Manufacturer's Representatives, and Distributors. Installation Advisories include updates to installation requirements for Carlisle products and systems and inform customers of requirements for warranty coverage eligibility.



### **DESIGN ADVISORIES**

Design Advisories are emails that are sent to Design Professionals, including architects, specifiers, and consultants, as well as Authorized Applicators, Manufacturer's Representatives, and Distributors. Design Advisories include updates or changes to Carlisle's Specifications and Details and inform customers of requirements for warranty coverage eligibility.



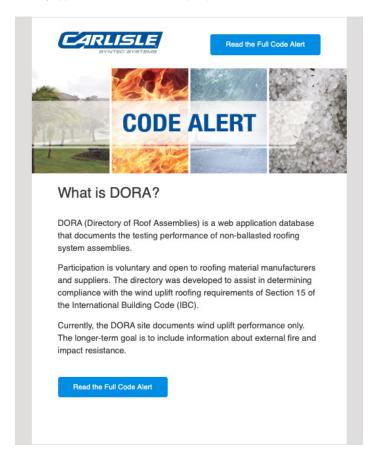






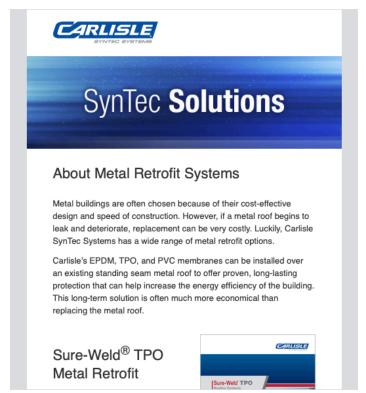
### **CODE ALERTS**

Code Alerts are emails that are sent to Design Professionals, including architects, specifiers, and consultants, as well as Authorized Applicators, Manufacturer's Representatives, and Distributors. Code Alerts include information on UL, FM, and other national code ratings, as well as ratings that Carlisle has in SPRI's DORA directory. These emails may also further explain existing approved assemblies that may require clarification.



### SYNTEC SOLUTIONS

SynTec Solutions are monthly marketing emails sent to Carlisle Authorized Applicators, Distributors, and Manufacturer's Representatives who have elected to receive marketing communications from Carlisle SynTec. Each SynTec Solutions email will contain specific information pertaining to one of Carlisle's ongoing marketing campaigns including Productivity Boosters, Problem Solvers, The Carlisle Edge (Edge Metal), or Re-Roofing Redefined. The objective of these emails is to help match certain products and systems to customer-based needs. SynTec Solutions emails include links to supporting marketing assets like product literature, videos, and case studies.





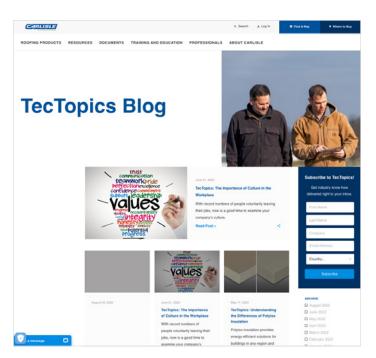




# **BLOGS**

### **TECTOPICS**

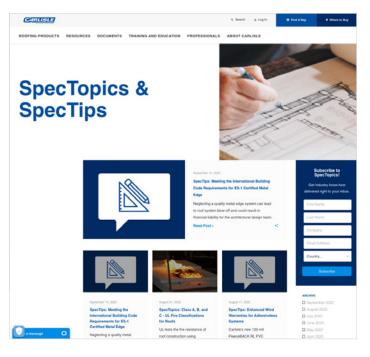
TecTopics is a monthly blog that is geared toward Carlisle Authorized Applicators, including those who are purchasing and installing Carlisle products and systems, and features articles to educate the commercial roofing community about the installation, maintenance, and warranty options of Carlisle's single-ply roofing systems and products. These blog posts are intended to be educational resources that include information and industry news. TecTopics blog posts can be found on the blog page of the Carlisle website. Subscribe to TecTopics to receive an email notification when a post is published to the website.





### **SPECTOPICS**

SpecTopics is a monthly blog that is geared toward Design Professionals including architects, specifiers, and consultants, and features articles related to designing and specifying roofing and waterproofing systems using Carlisle's products. These blog posts are intended to be educational resources that include information and industry news. Subscribe to SpecTopics to receive an email notification when a post is published to the website.



## **SPECTIPS**

SpecTips is a component of the SpecTopics blog that includes the actual language that should be used when writing Carlisle products or systems into a specification. SpecTips is intended for Design Professionals and spec writers. These emails are intended to help elaborate on existing approved assemblies that may require additional clarification.