

# MARKETING ANNOUNCEMENT

Authorized Applicator



**MA-2021-07**

**CAV-PRIME**

**April 7, 2021**

## **To: Carlisle SynTec Systems' Authorized Applicators**

Carlisle SynTec Systems is excited to introduce its CAV-PRIME product line, which provides a revolutionary new way to apply primer to EPDM and TPO. The CAV-PRIME system features three of Carlisle's time-tested membrane primers (HP-250, TPO Primer, and Low-VOC EPDM & TPO Primer) packaged in pressurized cylinders for faster application using a spray gun and roller.

The CAV-PRIME system provides the following benefits:

- Application up to three times faster than application with a roller and a pail.
- Backpack and Applicator Kit permits one person to apply longer runs of primer without having to move pails or equipment.
- Container eliminates potential spills or kicked-over cans of primer that create a mess and waste product.
- No need to worry about primer curing in pails that are improperly sealed.
- Increased coverage rate per cylinder means less waste and fewer items on the roof.

Description	Product Code	Packaging	Weight	Stocking Location	Coverage Rate
CAV-PRIME TPO Primer	341448	Small Cylinder (#20)	27 lbs.	C, G, S, T	1,320 FT <sup>2</sup>
CAV-PRIME HP-250 EPDM Primer	341445	Small Cylinder (#20)	27 lbs.	C, G, T	1,320 FT <sup>2</sup>
CAV-PRIME Low-VOC EPDM & TPO Primer	341449	Small Cylinder (#20)	32 lbs.	C, T	1,760 FT <sup>2</sup>

Carlisle has also developed several new products for use with the CAV-PRIME system:

- CAV-PRIME Spray Gun with 3' Extension Nozzle – The longer extension eliminates the need to bend over for better ergonomics when applying CAV-PRIME primers.
- CAV-PRIME Applicator Kit – This attachment clamps onto a 2' or 3' spray gun extension nozzle, allowing the user to spray and roll the primer in one motion.
- CAV-PRIME Backpack – A custom bag that allows users to carry a CAV-PRIME cylinder during application. It is also designed to fit a standard (#40) CAV-GRIP® cylinder without a box.
- CAV-PRIME Low-VOC Hose & Gun Cleaner – Specially formulated to clean spray tips and CAV-PRIME spray equipment prior to storage. VOC-compliant in all 50 states.

Description	Product Code	Packaging	Weight	Stocking Location
CAV-PRIME LVOC Hose & Gun Cleaner (#8 Cyl)	341407	Mini Cylinder (#16)	13 lbs.	C, G, S, T
CAV-PRIME 3' Spray Gun	341897	EA	2 lbs.	C, G, S, T
CAV-PRIME Backpack	341898	EA	6lbs.	C, G, S, T
CAV-PRIME Applicator Clamp Kit	341228	EA	1 lb.	C, G, S, T

C = Carlisle, PA; G = Greenville, IL; S = Senatobia, MS; T = Tooele, UT

Please contact your Carlisle manufacturer's representative for more information.

Sincerely,



Adam Burzynski  
TPO Product Manager  
Carlisle Construction Materials