

Press Release

For Immediate Release

For More Information Contact:
Tony Matter
HJE Marketing
800.877.6956
mattert@hjemarketing.com

Carlisle Residential Provides Upgraded Packaging for EZ Flash®

(Carlisle, PA) — Carlisle Residential, a leading manufacturer of roofing and waterproofing products, introduces a brand new look for its EZ Flash® 20-mil self-adhesive door and window flashing.

The traditional plain brown wrap of EZ Flash has been replaced with individual wrapping for each roll that incorporates striking graphics, making the product more retail display friendly. The top and bottom coverage of the packaging prevents asphalt residue breakthrough, eliminating rolls from sticking together or to display shelving.

Due to increased industry awareness of the importance of moisture protection at critical door and window areas, the demand for EZ Flash continues to increase. EZ Flash is a versatile product that can also be used as a detail flashing under self-adhered cap sheets such as Carlisle's EZ Roof®, enabling distributors and applicators to stock one product for multiple applications.

About Carlisle Residential

As a division of Carlisle Construction Materials, Carlisle Residential offers premium products for residential construction applications, including its WIP and EZ Roof product lines as well as EcoStar® synthetic slate and cedar shake roofing tiles. For more information about the products and services offered by Carlisle Residential, call 800.211.7170 or visit their website at www.carlisleresidential.com.

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