

## Press Release

For Immediate Release

For More Information Contact:  
Tony Matter  
HJE Marketing  
717.960.4415  
mattert@hjemarketing.com

### **Carlisle Residential Offers WIP 300HT For Superior Rooftop Protection**

(Carlisle, PA) – Carlisle Residential, a leading manufacturer of residential roofing and waterproofing products, now offers Water and Ice Protection (WIP) 300HT, a self-adhering underlayment developed specifically for use under metal surfaces.

WIP 300HT is a 40-mil, high tensile strength, rubberized asphalt underlayment designed to withstand temperatures up to 240°F. The rubberized asphalt is laminated to an impermeable polyethylene film layer, making WIP 300HT a superior waterproofing underlayment that provides dual-barrier moisture protection.

Because it is self adhering, WIP 300HT can be installed directly to a number of surfaces without the need for additional primers, adhesives or fasteners. Unlike similar waterproofing products, WIP 300HT will not crack, dry out, or become brittle, even under the most extreme weather conditions, resulting in permanent protection and low life cycle costs.

WIP 300HT also features self-sealing properties that allow it to seal around any nails, staples, screws or clips that puncture it during installation of the finished roofing material. The self-sealing properties of WIP 300HT significantly enhance the waterproofing performance of any roof system by eliminating the potential for leaks around troublesome rooftop fasteners.

WIP 300HT underlayments are manufactured in 67-foot by 3-foot sheets and are available with a black or white top surface. The white membranes are ideal for warm climates, absorbing less heat and providing efficiency through the long summer. WIP 300HT membranes also feature a unique, skid-resistant top surface that makes installation safe and easy.

#### **About Carlisle Residential**

As a division of Carlisle Construction Materials, Carlisle Residential offers premium products for residential construction applications, including the WIP and EZ Roof® product lines as well as EcoStar® synthetic slate and cedar shake roofing tiles. For more information call 800.211.7170 or visit [www.carlisleresidential.com](http://www.carlisleresidential.com).

###