

## Press Release

For Immediate Release

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

### **WIP® 300HT Named Top 10 Product of 2007 by Metal Roofing Magazine**

(Carlisle, PA) – WIP 300HT, manufactured by Carlisle Residential Products, was recently recognized as a Top 10 Product of 2007 by Metal Roofing magazine. Selection into the Top 10 was based on the total number of reader requests for more information on specific products featured in the publication. WIP 300HT drew a high level of interest from readers when it was featured in the magazine's underlayment product profile in the August/September issue.

WIP 300HT is a self-adhering, rubberized asphalt underlayment specifically designed to endure temperatures up to 240°F. It is perfectly suited for use under metal roof systems, as it resists intense heat without degradation of the adhesive.

"We are honored that WIP 300HT has been recognized by the readers of Metal Roofing magazine," commented Charlie Taft, National Sales Manager for Carlisle Residential Products. "We developed this product with the contractor in mind, and the volume of requests for additional information proves that they are interested in what we have to offer."

In addition to WIP 300HT, the WIP line of underlayments includes WIP 100, 200, 400, 401LT and 403HR. These versatile products provide enhanced protection for a variety of building systems, offering superior resistance to water and ice damming and other harsh weather conditions.

#### **About Metal Roofing magazine:**

The only publication devoted solely to metal roofing, Metal Roofing magazine is distributed to 26,000 roofing contractors, general contractors, remodelers, architects, specifiers, building material distributors, engineers, consultants and manufacturers. The magazine was created in 2001, and is published seven times per year.

#### **About Carlisle Residential Products:**

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

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