

Press Release

For Immediate Release

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

Carlisle Construction Materials Introduces A New Residential Division

(Carlisle, PA) – Carlisle Construction Materials (CCM) announces the formation of the Carlisle Residential Products Group. This new division adds focus and unity to Carlisle's existing residential operations, and will help solidify Carlisle's position as a leader within the entire building and construction community. The following product lines now fall under the Carlisle Residential umbrella: EcoStar®, Water and Ice Protection (WIP) underlayments, EZ Roof® waterproofing system and EZ Flash.

EcoStar manufactures premium roofing products for steep-slope applications, including its Majestic Slate™ and Seneca Cedar Shake Tiles™ as well as a line of designer tiles and accessories. Manufactured with post-industrial recycled rubber and plastic, all EcoStar products are environmentally friendly and offer enhanced strength and durability.

The WIP line of self-adhering roofing underlayments is designed to provide enhanced protection for single-ply systems when applied around roof areas such as eaves, ridges, valleys and skylights. Offering superior resistance to water and ice damming, extreme temperatures and other harsh weather conditions, this line includes WIP 100, 200, 300HT, 400, 401LT and 403HR.

Providing leak-proof installation and unmatched flexibility, the EZ Roof system is a self-adhering waterproofing system that incorporates EZ Roof Base synthetic roofing felt, EZ Flash pre-cut self-adhering flashing rolls and EZ Roof cap sheet. This high-performance system offers an improved aesthetic appearance for any structure and is available in five popular colors: Winter White, Grey Mist, Weathered Wood, Classic Black and Shake Tone.

EZ Flash is a 20-mil self-adhering flashing that is designed to provide easy application and superior protection from moisture and air penetration for virtually any flashing application. EZ Flash can be used to flash around window and door openings, over wall sheathing joints, and as a roof detail membrane in the EZ Roof system.

With a recently opened manufacturing facility in Carlisle, PA, Carlisle Residential is able to provide enhanced service to customers over a broad geographical range and meet the increasing demand for these premium products. For more information visit www.carlisleresidential.com.