

Product Release

For Immediate Release
August 26, 2010

For More Information Contact:
Brandon W. Peach
Carlisle Creative Services
(717) 960-4420
Brandon.Peach@carlisleccm.com

Carlisle Residential Announces Addition of Split-Release Liner to WIP® 300HT

(Carlisle, PA) – Carlisle Residential, a division of Carlisle Construction Materials Incorporated, has added a split-release liner to its Water & Ice Protection (WIP) 300HT self-adhering roofing underlayment, making the product even easier to handle and install and significantly reducing the time required for labor.

In addition to superior performance and durability, WIP 300HT will now provide even more cost and labor savings to contractors, architects and building owners. The new split-release liner is now available, so installers can immediately enjoy the faster installation and laborsaving benefits of the enhanced product.

WIP 300HT is a high-tensile-strength rubberized asphalt underlayment specifically designed to withstand temperatures up to 250°F (121°C). Ideal for use under metal including copper and zinc, WIP 300HT can also be used under synthetic tiles and asphalt shingles. The strong, skid-resistant membrane is available in either black or white, both of which provide protection from water penetration caused by wind-driven rain and ice dams. It offers superior protection and durability, sealing around roofing nails, staples and screws, which can lengthen the life of the building's roof.

About Carlisle Residential

As a division of Carlisle Construction Materials, Carlisle Residential offers premium products for residential and commercial construction applications, including WIP and EZ-Flash® product lines. For more information about the products and services offered by Carlisle Residential, visit www.carlisleresidential.com.

###