

CARLISLE'S AUTHORIZED APPLICATORS MARKETING ANNOUNCEMENT

RG-2015-09
CCM & CGT Partnership
September 28, 2015

To: Carlisle SynTec Systems' Authorized Applicators

Carlisle SynTec Systems is pleased to announce the formation of a strategic partnership with Columbia Green Technologies (CGT), a leading supplier of Roof Garden components. This alignment will provide Carlisle's manufacturer's representatives and authorized applicators with a variety of resources that will simplify the specification, sale and installation of Roof Garden systems. This partnership is designed to enhance Carlisle's total systems strategy by providing the breadth of Roof Garden components through one channel.

The services provided by the new Carlisle/CGT partnership include:

- **Generating and identifying leads** – CGT can help Carlisle reps to generate leads through architectural calls and identify existing leads using Dodge.
- **Specification assistance** – CGT can assist with specification development and bid substitutions on existing projects.
- **Outside sales support** – CGT's Roof Garden experts are available to provide technical support to Carlisle reps during sales calls with applicators and building owners.
- **Inside sales support** – CGT's inside sales team will support Carlisle's pricing and customer service personnel in order to reduce turnaround times and the potential for logistical problems on the jobsite.
- **Stormwater calculations** – CGT has developed stormwater calculators and supporting marketing materials for each major municipality. These tools, which focus on the Roof Garden market, provide essential support to decision makers who struggle with the economic justification for installing a Roof Garden.
- **Contractor training** – CGT provides training assistance in a number of areas, including installation and competitive bid submission.

As a result of the partnership with CGT, Carlisle's Roof Garden product line will be expanding. Please refer to the following table for a list of CGT products that will be available through Carlisle.

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CGT Products Available through Carlisle

Product Code and Description

325352 - CGT - .75" RETENTION

325353 - CGT - .5" RETENTION

325354 - CGT - .375" RETENTION

325355 - CGT - 1" RETENTION

325356 - CGT - 1.5" DRAINAGE

325357 - CGT - DRIP IRRIGATION

325358 - CGT - EDGE FLASHING 4.5" X 3.25" ALUM.

325359 - CGT - EDGE FLASHING 5.5" X 6.5" ALUM.

325360 - CGT - EDGE FLASHING 8.5" X 7.5" ALUM.

325361 - CGT - EDGE FLASHING-IRRIGATION TRAY ALUM.

325362 - CGT - EDGE FLASHING - TRAY ALUM.

325363 - CGT GROWTH MEDIA - EXTENSIVE

325364 - CGT GROWTH MEDIA - INTENSIVE

325365 - CGT PLANT PLUGS (72 PIECES/TRAY)

325366 - CGT - SEDUM TILE

325366 - CGT - SEDUM TILE ALL SEASONS

325366 - CGT - SEDUM TILE COLOR MAX

325366 - CGT - SEDUM TILE SHADE MIX

325366 - CGT - SEDUM TILE TUFF STUFF

325367 - CGT PLANT PRE-GROWN TRAYS

The partnership between Carlisle and CGT will provide industry-leading, single-source Roof Garden solutions at the most competitive values. If you have any questions regarding the information provided in this announcement, please contact your local manufacturer's representative or distributor.

Sincerely,



Alex Drescher
Roof Garden Product Manager