

# PRESS RELEASE



## FOR IMMEDIATE RELEASE

October 2, 2012

Media Contact:

Tony Matter

717.960.4415

Tony.Matter@syntec.carlisle.com

### Carlisle SynTec Systems Launches Mobile App

(Carlisle, PA) – Carlisle SynTec Systems, a leading manufacturer of single-ply roofing systems, is excited to introduce a revolutionary mobile application for iPad and iPhone, available for immediate download in the iTunes App Store. Featuring a push notification powered news stream, full color installation details and submittal builder, this mobile app is loaded with features intended to enhance the experience of specifying and installing Carlisle SynTec Systems' products.

For sales and estimating personnel, this feature-rich mobile app allows users to log-in to the Carlisle SynTec Systems web site and access documentation collections and web content such as standard and customized submittal packages. Users can instantly share content, or collections of content via email sent directly from the mobile device, without having to exit the app.

For the job site, the Carlisle SynTec Systems mobile app is loaded with Carlisle's entire suite of installation details for its EPDM, PVC and TPO roofing systems. All details are in full color and users can zoom, scroll and share from within the mobile app.

"Since the majority of our business is conducted on the road, our goal was to create a tool for our roofing contractors, sales reps and distribution partners that would deliver the ultimate experience when doing business with Carlisle remotely," said Robert Reale, Manager of Marketing Communications. "This is the first of many marketing initiatives to utilize mobile technology, upcoming from Carlisle Construction Materials and its subsidiaries."

A video tutorial of the mobile app can be viewed on the [Carlisle SynTec YouTube channel](#). The app will be available for Google's Android operating system by October 31<sup>st</sup>.

#### Carlisle

**About Carlisle SynTec:** Carlisle SynTec Systems, headquartered in Carlisle, Pennsylvania, has been manufacturing single-ply membrane roofing systems for half a century. Carlisle SynTec Systems is a business segment of Carlisle Construction Materials and has manufacturing facilities in Carlisle, Pa; Greenville, Ill.; Senatobia, Miss.; and Tooele, Utah. For more information, call 800-479-6832 or visit [www.carlisesyntec.com](http://www.carlisesyntec.com).

###