

Marketing Announcement



MA-CRFC-2020-02
Product Offering Update
August 3, 2020

To: Distributors, Contractors, and Manufacturer's Representatives

Carlisle Roof Foam and Coatings (CRFC) is pleased to announce several updates to the SeamlesSEAL ULTRA, Seal-Tek, and Prime-Tek product lines.

Effective April 1, 2021, CRFC will discontinue the SeamlesSEAL ULTRA HS Silicone Coating and will replace it with the SeamlesSEAL ULTRA HSLV. To assist with this transition, SeamlesSEAL ULTRA HS stocking levels will be reduced and will be a made-to-order product until it is discontinued on April 1, 2021. In preparation for this transition, all future specifications and projects should use the SeamlesSEAL ULTRA HSLV Silicone Coating moving forward.

SeamlesSEAL™ ULTRA HSLV Silicone Coating

SeamlesSEAL ULTRA HSLV Silicone Coating has now gained FM Global product approvals equal to those of the SeamlesSEAL ULTRA HS Silicone Coating. The approvals can be found in FM Global's online RoofNav database. A summary list of these approvals is being prepared and will be available in the near future. Product data sheets and product labeling will now reflect the FM approval of the SeamlesSEAL ULTRA HSLV Silicone Coating.

SeamlesSEAL ULTRA HSLV High Solids Silicone Coating has rapidly become the high solids silicone roof coating of choice. It was developed as an improved version of silicone coating that ensured compliance with California Volatile Organic content (VOC) regulations and other VOC standards in the United States.

Features and benefits include:

- Excellent adhesion to most roofing substrates
- Improved shelf life and spray-ability
- Improved sag resistance and viscosity, making it much easier to apply to smooth-to-rough or near vertical surfaces for consistent membrane formation
- Now has UL, FM, CRRC, and NSF approvals to meet most roofing project requirements
- Meets or exceeds the ASTM D6694 standard for silicone roof coatings and has documented compliance with building codes per CRFC's UL ES Report

Product Name	Product Code	Packaging Size	Stocking Location	Weight
SeamlesSEAL ULTRA HSLV Silicone Coating White Pail	351695	5-gal Pail	Adairsville, Carson, Pasadena, and others	56.1 lbs
SeamlesSEAL ULTRA HSLV Silicone Coating White Drum	351694	50-gal Drum	Adairsville, Carson, Pasadena, and others	561 lbs
SeamlesSEAL ULTRA HSLV Silicone Coating White Gallon	336108	1-gal Can	Adairsville, Carson, Pasadena, and others	11.2 lbs

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SeamlesSEAL ULTRA HSLV Silicone Coating Light Gray Pail	351692	5-gal Pail	Adairsville, Carson, Pasadena, and others	56.1 lbs
SeamlesSEAL ULTRA HSLV Silicone Coating Light Gray Drum	351691	50-gal Drum	Adairsville, Carson, Pasadena, and others	561 lbs
SeamlesSEAL ULTRA HSLV Silicone Coating Dark Gray Pail	351690	5-gal Pail	Adairsville, Carson, Pasadena, and others	56.1 lbs
SeamlesSEAL ULTRA HSLV Silicone Coating Dark Gray Drum	351689	50-gal Drum	Adairsville, Carson, Pasadena, and others	561 lbs
SeamlesSEAL ULTRA HSLV Silicone Coating Tan Pail	351693	5-gal Pail	Adairsville, Carson, Pasadena, and others	56.1 lbs
SeamlesSEAL ULTRA HSLV Silicone Coating Tan Drum	353604	50-gal Drum	Adairsville, Carson, Pasadena, and others	561 lbs

Seal-Tek Micro Fibers

Seal-Tek Micro Fibers will now be sold in a 5-pound box, replacing the pre-mixed Seal-Tek Micro Fibers in a 5-gallon pail. The new 5-pound box increases jobsite flexibility and eliminates waste by permitting contractors to mix as needed to create roller-, brush-, and trowel-grade mastic.

Features and benefits include:

- Improved packaging allows contractors to mix as needed
- Bulk packaging means less handling at the jobsite
- Easy self-mix option increases jobsite flexibility
- Ideal for detail work and repairs

Product Name	Product Code	Packaging Size	Stocking Location	Weight
Seal-Tek Micro Fibers	335208	5-lb Box	Adairsville, Carson, Pasadena	6 lbs

Prime-Tek Bleed Block Plus Primer

CRFC is pleased to add Prime-Tek Bleed Block Plus Primer to its portfolio of products as the preferred primer for all asphaltic-based substrates. Prime-Tek Bleed Block Plus Primer is a water-based, one-part primer that blocks bleed-through from modified bitumen and other asphaltic substrates. Prime-Tek Bleed Block Plus Primer enhances coating adhesion and has low VOC levels. This product dries quickly and has excellent resistance to heat, cold, moisture, and weathering.

Features and benefits include:

- Single-component, water-based formulation
- Compatible with a variety of porous and non-porous substrates
- Easily applied with airless spray equipment, roller, or brush
- Cures to form a tack-free coating in 2 to 6 hours
- Low VOC levels allow for use in most regulated areas
- Non-flammable
- Coverage rates of 100 to 200 square feet per gallon
- Available in 5-gallon and 55-gallon containers

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Product Name	Product Code	Packaging Size	Stocking Location	Weight
Prime-Tek Bleed Block Plus Primer	335463	5-gal Pail	Adairsville, Carson, Pasadena, and others	51 lbs
Prime-Tek Bleed Block Plus Primer	335462	55-gal Drum	Adairsville, Carson, Pasadena, and others	551 lbs

Prime-Tek TPO II Primer

CRFC is pleased to introduce Prime-Tek TPO II Primer. Prime-Tek TPO II Primer is a low-VOC, solvent-based primer designed to promote optimal adhesion of SeamlesSEAL ULTRA Silicone Coatings and SeamlesSEAL Acrylic Coatings to new or existing TPO membranes. The application of Prime-Tek TPO II Primer is quick, simple, and cost-effective.

Features and benefits include:

- Specifically designed for TPO membranes (new and aged)
- Promotes optimal adhesion of SeamlesSEAL ULTRA Silicone Coatings and SeamlesSEAL Acrylic Coatings
- Quick drying time of 15 minutes
- Easily applied with airless spray equipment, roller, or brush
- Low VOC levels
- Coverage rates of 200 to 300 square feet per gallon
- Available in 5-gallon containers

Product Name	Product Code	Packaging Size	Stocking Location	Weight
Prime-Tek TPO II Primer	335522	5-gal Pail	Adairsville, Carson, Pasadena, and others	51 lbs

Because Prime-Tek TPO II Primer is a flammable liquid, all necessary shipping, handling, and storage requirements must be followed for this class of product. Please consult the SDS and your sales representative for additional information.

If you have any questions regarding these product updates, please contact your local manufacturer's representative or distributor.

Sincerely,

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