

**For Immediate Release**

For More Information Contact:  
Rachel Stout  
Carlisle Creative Services  
717.960.4411  
rachel.stout@syntec.carlisle.com

### **EcoStar® Majestic Slate™ Tiles Win PCBC Cool Products Competition**

(Carlisle, PA) – EcoStar, a leading manufacturer of steep-slope roofing products, recently won an award in the 2009 PCBC Annual Cool Products Competition for its 10-inch Majestic Slate™ roofing tiles. The synthetic slate tiles were named the winning product of the Conserves Natural Resources category.

Manufactured with 80% post-industrial recycled rubber and plastic, EcoStar Majestic Slate tiles produce minimal impact on the environment and do not require the mining of hills, unlike traditional slate products. Because of the recycled content, the manufacture of Majestic Slate tiles also utilizes tons of material annually that would otherwise end up in landfills.

EcoStar tiles are manufactured with minimal limestone fillers, allowing them to withstand years of UV exposure while providing enhanced aesthetics and long-term durability. With increased strength and durability, Majestic Slate tiles offer increased protection from hail, driven rain and high winds, and are available with a 50-year transferable Gold Star warranty and a 110-mph wind warranty.

“This award is a significant achievement for EcoStar,” said General Manager Michael McAuley. “It has always been our goal to provide the highest-quality product while preserving our environment and its resources.”

#### **About PCBC Cool Products**

The annual PCBC Cool Products Competition features products in four categories: Conserves Natural Resources; Contributes to a Healthier, Safer Living Environment; A New, Cool Invention; Saves Energy. The competition is open to all PCBC exhibitors with qualified product entries. Each product submission is critically evaluated in accordance with strict guidelines before one winner is awarded in each category.

#### **About EcoStar**

EcoStar, a division of Carlisle Construction Materials, continues to provide premium steep-slope solutions for the roofing industry. EcoStar offers a full line of synthetic slate, shake and designer tiles that offer exceptional longevity, durability and aesthetics. For more information about EcoStar and all of its products visit [www.ecostar.carlisle.com](http://www.ecostar.carlisle.com) or call 800.211.7170.

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