

MARKETING MEMO

To: GenFlex Roofing Contractors
GenFlex Distributors

From: Jim Burkett, Product Development Manager

CC: GenFlex Sales Agents
GenFlex Internal

Date: August 30, 2004

Re: Packaging and Width Changes for Thermoplastic Products

TPO and RM (PVC) Packaging Changes

Over the course of the next several weeks, GenFlex™ TPO and RM (PVC) membranes will receive new roll labels. These new peel and stick labels will replace the existing labels and will help with the identification of the product type and other key product information without having to remove or open the packaging. Please look for this packaging improvement with your next order of GenFlex TPO or RM (PVC).

8' and 4' Wide TPO (Grey) Membrane

In order to offer our customers the most cost competitive TPO (Grey) system available, GenFlex will immediately offer TPO (Grey) in 8' and 4' widths and discontinue the 10' and 5' products. When fastened 12" o.c. with GenFlex™ GenFast™ #15 (WH) Fastener and 2- 3/8" (WH) Plate, the 8' system meets Factory Mutual requirements for 1-90 ratings. This is an advantage over the 10' system that required 6" o.c. for the same screw and plate. Please note that future colors added to the GenFlex TPO product line will also be available in 8' and 4' widths.

Continuous upgrades to our thermoplastic products will help maintain a competitive advantage. It's what makes GenFlex your single ply source for thermoplastic roofing systems.