

## GENFLEX ROOFING SYSTEMS UNVEILS NEW BRANDING AT THE WESTERN ROOFING EXPO

Indianapolis, Ind., June 17, 2013 – GenFlex, a brand with a 30-year heritage in the roofing industry, unveiled a new look and messaging at the Western States Roofing Contractors Association’s Western Roofing Expo in Reno, Nev.

With an updated logo, revised color scheme and redesigned trade show booth, GenFlex rolled out its new brand to roofing contractors during the show, reminding them of the superior flexibility that GenFlex offers as a partner to help build their businesses. The new branding also incorporates the tagline, “Above all.”

“We found that while most contractors have a positive impression about GenFlex, we aren’t necessarily top-of-mind,” said Eric Ziemba, general manager, GenFlex. “It is time to refresh the brand and reintroduce ourselves to our customer base of distributors and roofing contractors.”

Known for proven, durable roofing systems and components, ease of installation and complete warranty coverage, GenFlex has been at the forefront of roofing products and technologies since 1981. Over a billion square feet of GenFlex TPO and EPDM membranes have been installed across the country, protecting a wide range of properties from commercial buildings and retail facilities to hospitals, schools and other institutions. Recently, GenFlex products were used to complete the reroofing of NASA’s Marshall Space Flight Center Building 4487 in Huntsville, AL, covering 165,700 square feet.

### Energy-Efficient Products

As an industry leader, GenFlex has continually worked to develop products that reduce environmental impact while contributing to greater energy efficiency. As a member of the ENERGY STAR® and Cool Roof Rating Council Programs, GenFlex can help you achieve your energy-efficiency goals, including:

- LEED™ points
- Cool Roof ratings
- Title 24 compliance
- ENERGY STAR certification
- Roof Point credits

### Unsurpassed Support

The GenFlex network of factory, field and technical representatives provides technical support, product expertise and training to help ensure successful projects. These representatives can provide insight on the building and the project parameters, and make suggestions based on environmental conditions, timelines and budget.

GenFlex also provides training to help their distributor partners and roofing contractors with classroom and hands-on programs, along with a video library housed on their website.

“We will always stay true to the essence of the GenFlex brand, built on quality products and superior customer support,” said Ziemba. “We’ve just adopted a more contemporary look and ‘attitude’ for our brand, which we think will resonate with our customers.”

## About GenFlex

GenFlex Roofing Systems is a leading, full-line supplier of high quality single-ply roofing products for the commercial roofing market. Headquartered in Indianapolis, Indiana, GenFlex manufactures, markets and sells its products through a network of distributors and authorized roofing contractors. For more information, visit [www.genflex.com](http://www.genflex.com).

