

WHAT'S NEW: Introducing the *New Look of GenFlex*

October 15, 2008

To: GenFlex Authorized Distributors
GenFlex Authorized Contractors

Today begins the new era of how we communicate with you and how those communications look. This is the first of our 'electronic only' bulletins, and it has been carefully designed to mirror the look and feel of our new website, www.GenFlex.com.

GenFlex.com was built with the latest web technology that enables us to add features and functionality at any time. We will continue to put as much as we can at your fingertips so that your experience with GenFlex is informational and efficient, but most of all, fun. The most recent additions are instructional videos for doing virtually every detail of a GenFlex installation, and a ticker that counts down to the deadline to qualify for the 2009 Winner's Circle. We welcome your suggestions for how we may continue to make it even better. What will we do next? Make sure you check in daily to see for yourself.

I am also pleased to show you the new labels that will begin appearing on our products as we deplete current inventories. The sample label below illustrates the new, vibrant look you will be seeing soon. We will also incorporate photos of the product on each label where possible to more easily identify what's in the package.



EPDM Seam Tape

For seaming EPDM membrane panels
Color: Black
Size: 76 mm x 15 m (3" x 50')

W590010167

The products contained herein, or the methods of their use may be covered by one or more of the following United States Patents: 5,242,727; 5,520,761; 5,976,292; 6,426,129.

CLASSIFIED
UL US

MEMBRANE SPlicing TAPE FOR ROOFING SYSTEMS AS TO EXTERNAL FIRE EXPOSURE R1P2
SEE UL DIRECTORY OF PRODUCTS CERTIFIED FOR CANADA AND UL ROOFING MATERIAL AND SYSTEMS DIRECTORY R9516

Distributed by GenFlex Roofing Systems, LLC
250 West 96th Street, Suite 150
Indianapolis, IN 46260
1-800-443-4272 • www.GenFlex.com
MADE IN U.S.A.

Item shown not actual size

FM
APPROVED

QUANTITY: 1 Roll Tape
W564001717

IT'S COMMON SENSE ON A ROLL,
and we provide miles of it.™

Single Ply Solutions for Over a Quarter Century™



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visit www.GenFlex.com/optin.aspx

(Marketing Bulletin Continued)

Lastly, we will be offering you a selection of smaller quantity fasteners, plates, adhesives, primers and accessories to better meet your daily needs, along with an innovative way to display and sell them. Stay tuned for more on this in the near future.

This is a great time to be a GenFlex partner, and what you've just seen are just a few of the things we are working on to make it easier for you to buy and sell GenFlex products and systems.

Thank you for your continued support of GenFlex.

Sincerely,



Marty Jolly
National Sales & Marketing Manager

CC: Field Sales
Field Technical
Internal Distribution
E-Bulletin List

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