GenFlex®

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WHAT'S NEW   *New SmartSize™ Products*

September 1, 2009

To: GenFlex Authorized Distributors
                GenFlex Licensed Contractors

Subject: New GenFlex *SmartSize™* Accessories and GenRack Display System

We are excited to announce a significant leap forward in our ability to put many of the same products you've come to trust in your hands in just the right quantities. Introducing GenFlex *SmartSize™* Products. *SmartSize™* is just that – *Smart!* You can now choose from a comprehensive line of our most popular membranes and accessories in smaller packages that will enable you to purchase just what you need for that small project; that repair, whatever. Now, isn't that just, well, smart? Wouldn't you rather put your profit in your pocket instead of leaving it in the back of your truck?

You've already begun seeing our new, eye-popping labels; now you get to see the rest of what we've been working on for the past few months to bring them even close to you. Here is a small sampling of what's now available to you. The entire line of *SmartSize™* products accompanies this Bulletin. And, of course, you may always find this information on www.GenFlex.com.

All Purpose Water Based Bonding Adhesive in 1 & 3.5 gal. pails
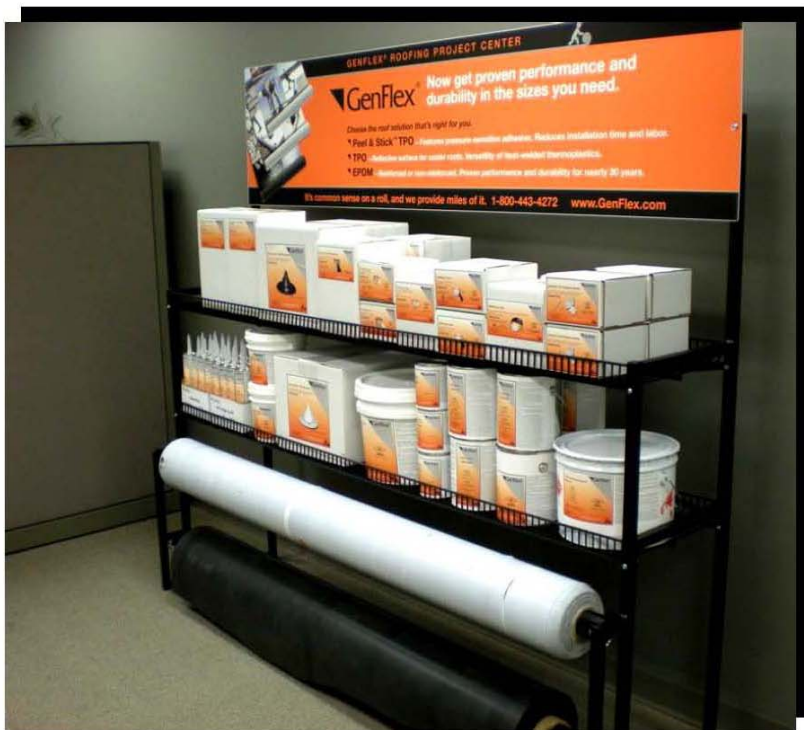
Clear Primer in 1 qt. cans

2-7/8" #12 GenFast™ Screws & 3" Insulation Plates, 100 / box

But wait, there's more! We didn't just stop at developing the *SmartSize™* products and expect for you to have to seek them out. We've developed a great way to display *SmartSize™* products right in the showroom so you can just *Grab-Em-And-Go!* Introducing the *GenRack* Showroom Display System. *GenRack* has been carefully designed to display not only the *SmartSize™* Accessories, but also many of our standard membranes.

Single Ply Solutions for Over a Quarter Century™

Each *GenRack* comes packaged in a 105 pound flat box and is quick and easy to assemble. There are two racks for installation of rolls of any GenFlex EPDM, TPO or Peel & Stick™ TPO Membrane up to 6 feet wide. Now you can purchase just the length you need. Contact your GenFlex Distributor for availability of cut-to-length membrane.

As you can see, we've been hard at work behind the scenes to make GenFlex an even better partner for you. The *SmartSize™* Product Line has customized *just for you, and it just makes sense!* Experience *SmartSize™* Products for yourself at a GenFlex Distributor near you.

Thank you for your continued support of GenFlex.

Sincerely,

Marty Jolly
National Sales and Marketing Manager

Jim Burkett
Product Development Manager

CC: Territory Sales Managers
              Internal Distribution

Attachment: *SmartSize™* Product List

SmartSize™ Products

PEEL & STICK™ PRODUCTS	Product Number	Width (ft)	Length (ft)	Coverage Rate (Sq. Ft.)	Ship Wt (lb)
GenFlex® PEEL & STICK™ (SA) 45 mil (1.14 mm)	W590030072	37.5 inches	50	156.25	42
	W590030068	6.25	50	312.5	84

WHITE - TPO MEMBRANE	Product Number	Width (ft)	Length (ft)	Coverage Rate (Sq. Ft.)	Ship Wt (lb)
GenFlex® TPO Membrane 45 mil (1.14 mm)	W590MW1407	6.16	50	308	71.88
	W590MW1411	10	25	250	58.31

BLACK - EPDM MEMBRANE	Product Number	Width (ft)	Length (ft)	Coverage Rate (Sq. Ft.)	Ship Wt (lb)
GenFlex® 45 mil (1.14 mm)	W590010000	5.5	100	550	168.3
	W590010165	10	25	250	76.5
	W590010166	15	25	375	114.75

FLASHING PRODUCTS	Product Number	Size	Unit		Ship Wt (lb)
FlexWhite™ Peel & Stick™ (SA) Flashing (White)	W590030091	12" x 25'	1 Roll / Box		17
Peel & Stick™ EPDM Flashing (Black)	W590010169	9" x 25'	1 Roll / Box		20

TAPE PRODUCTS	Product Number	Size	Unit		Ship Wt (lb)
TPO Seam Tape (White)	W590030090	3" X 50'	1 Roll / Box; 6 Boxes / Carton		18
EPDM Seam Tape (Black)	W590010167	3" X 50'	1 Roll / Box; 6 Boxes / Carton		18.6
TPO Cover Tape (White)	W590030092	5.5" X 25'	1 Roll / Box; 4 Boxes / Carton		20
EPDM Cover Tape (Black)	W590010168	6" x 25'	1 Roll / Box; 4 Boxes / Carton		28.4

ADHESIVE & SEALANT PRODUCTS	Product Number	Size	Unit	Coverage Rate	Ship Wt (lb)
All Purpose Water Based Bonding Adhesive	W590010154	1 gal (3.78L)	4-1 Gallon/Carton	120 ft^2 / gal	32
	W590010155	3.5 gal (11.4 L)	3.5 Gallon Pail	420 ft^2 / 3.5 gal	28
All-Purpose Bonding Adhesive	W590010158	1 gal (3.78L)	4-1 Gallon/Carton	60 - 70 ft^2 / gal	32
	W590010157	3 gal (11.4 L)	3 Gallon Pail	166 - 200 ft^2 / gal	24
Clear Primer (For TPO Seams)	W590030088	1 Quart (2.85 L)	6 Quarts/ Carton	50 ft^2 / qt	13
Substrate Primer (For Peel & Stick™ Applications)	W590030089	1 gal (3.78L)	4-1 Gallon/Carton	200 ft^2 / gal	32
TPO Edge Caulk (White)	W590030093	11 fl oz (325.30 mL)	12 Tubes / Carton	15 lft / tube	14
EPDM Edge Caulk LVOC (Black)	W590010159	11 fl oz (325.30 mL)	12 Tubes / Carton	15 lft / tube	14
Water Stop	W590010160	11 fl oz (325.30 mL)	12 Tubes / Carton	15 lft / tube	14

MISCELLANEOUS PRODUCTS	Product Number	Size	Unit		Ship Wt (lb)
#12 Screw & 3" Insulation Plate	W590051238	2-7/8"	100 / Box; 6 Boxes / Carton		31
Termination Bar	W590051239	1" X 5'	25 Pcs / Tube		14.5
GenRack Showroom Display Rack	W590010163	7'L x 2'D x 6.5'T	2 / Flat Box (Assembly Required)		105