

# WHAT'S NEW

**TO: GENFLEX VALUED CUSTOMERS**

**SEPTEMBER 15, 2011**

**RE: Price Increase Announcement**

The costs of raw materials used to produce commercial roofing products continue to rise. As a result, GenFlex must announce a price increase on EPDM membrane, flashing and tape products. Following is the price increase and the effective date:

<u>Product Line</u>	<u>Date of Increase</u>	<u>% Increase</u>
<b>EPDM Membrane, Flashing &amp; Tape</b>	<b>November 1, 2011</b>	<b>6-8%</b>

*Note: Orders must be received by October 18 and scheduled to ship by October 31 for the pre-increase price*

Please note that pricing will be effective at time of shipment. Existing quotes will be honored; however prices will not be extended.

It is recommended that quotations include raw material escalators as well as specific quotation periods in order to protect against the continued rising costs of material. Based on longer term raw material forecasts GenFlex is planning an additional **6-8% price increase effective March 1, 2012 on EPDM membrane, flashing and tape products.**

We appreciate your continued support of GenFlex Roofing Systems. If you have any questions, please contact your territory sales manager.

Sincerely,



Eric Ziemba  
General Manager

