

WHAT'S NEW

February 1, 2011 Price Increase

December 15, 2010

To: GenFlex Licensed Contractors
GenFlex Authorized Distributors
GenFlex Territory Sales Managers

Subject: February 1, 2011 Price Increase

Many of the raw material cost inputs for our EPDM products have been increasing for a number of months. Our suppliers have indicated that this trend will continue throughout 2011. We have attempted to mitigate these increases through increased factory efficiencies and expense control, however their scope has now forced us to take the following action.

Effective for all shipments on or after February 1, 2011, we will be increasing the prices for all EPDM membranes and EPDM based accessories by 6-8%. Specific price levels for these products will be communicated in the coming weeks.

Additionally, due to high worldwide demand and constrained supply, the raw material costs of many other products that we produce have also been escalating. TPO, ISO, as well as adhesives and sealants, will likely be subject to the same pressures. Therefore, please anticipate similar pricing actions on those products as well. To help you with your business planning, we will communicate specific actions on those product lines as soon as possible.

Thank you for your continued support. If you have any questions, please contact your local GenFlex Sales Manager.

Eric Ziemba



General Manager
GenFlex Roofing Systems

