

# WHAT'S NEW

## New - GenFlex FlexWhite EPDM Fully Adhered Roofing System

May 13, 2010

To: GenFlex Authorized Distributors  
GenFlex Licensed Contractors

**Subject: Announcing the GenFlex® FlexWhite EPDM Fully Adhered Roofing System**

GenFlex is pleased to announce FlexWhite, an exciting new roofing system, utilizing reflective white-on-black EPDM Membrane and a full array of white seam tapes and accessories. FlexWhite combines the benefits of a highly reflective white-surfaced membrane with the time-proven application techniques of a flexible EPDM roofing system.

FlexWhite EPDM membrane is 0.060" (152 mm) thick and available in widths of 10', 16' 8", 20' and 25', by 100' lengths. This variety of panel sizes makes FlexWhite an ideal choice for new or reroof applications on buildings of all types and sizes.

We have carefully developed a complete line of FlexWhite tapes and accessories, utilizing our time-tested Peel & Stick technology to ensure the same consistent and efficient installation and reliable performance as all of our other proven EPDM products. The FlexWhite accessories below are in stock and ready for immediate shipment:

<u>Product Name</u>	<u>Product Description</u>	<u>Product Number</u>
FlexWhite Clear Primer	High Solids Primer	W590030118
FlexWhite Edge Caulk	Elastomeric	W590030105
FlexWhite Peel & Stick EPDM Corner	Uncured Flashing	W590030100
FlexWhite Peel & Stick Cover Tape	Semi-Cured Flashing	W590030106
FlexWhite Peel & Stick EPDM Pipe Boot	White EPDM Boot	W590030107
FlexWhite Peel & Stick EPDM T-Joint Cover	Uncured Flashing	W590030099
FlexWhite Seam Tape	High Tack Seam Tape (3")	W590030113
FlexWhite Peel & Stick EPDM Flashing	Semi-Cured Flashing	W590030091

FlexWhite installations may qualify for a warranty of up to 20 years when installed according to GenFlex specifications and details. Additionally, the FlexWhite Roofing System has achieved the same FM and UL approvals as our AFR EPDM systems. For additional product information, please go to [www.genflex.com](http://www.genflex.com), or contact your local GenFlex Territory Sales Manager, Sales Representative, or Customer Service Representative.

Thank you for your continued support of GenFlex.

Sincerely,



James E. Burkett  
Product Development Manager

CC: Internal Distribution  
Field Sales Team

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