

WHAT'S NEW

MARKETING BULLETIN

TO: GENFLEX VALUED CUSTOMERS

AUGUST 9, 2011

RE: PEEL & STICK™ TPO MEMBRANE

Since the first rolls of Peel & Stick TPO were installed back in 2003, GenFlex has always been committed to the further development of Peel & Stick TPO membranes. A new manufacturing line at our Shoals, Alabama plant, expands the volume of Peel & Stick TPO to meet customers' needs.

This new product combines the unique benefits of our flexible TPO membrane with a factory applied, next generation, pressure sensitive, and hot melt adhesive on the backside. Eliminating the need for conventional bonding adhesives means less labor and lower cost. It's fast and easy to install.

At the same time, we are streamlining our product line to include only Peel & Stick (HW) products which can be seamed together with hot air welders or white GenFlex TPO Seam Tape. This consolidation helps keep our supplies moving while avoiding issues with shelf life for sizes in less demand.

The good news doesn't stop there. The innovative facer technology employed in GenFlex ½" HD ISO cover board makes it one of the most compatible facers in the industry to receive self-adhered membranes and an excellent substrate for GenFlex Peel & Stick TPO (HW).



FEATURES	BENEFITS
Factory applied adhesive	No adhesive odor, safe for installers, lower labor costs
Flexible TPO membrane	Easier to install, transitions angle changes, increased adhesion
Fully adhered application requires NO bonding adhesives	Environmentally friendly, compliant with air quality regulations, no VOC products on the roof or hazardous waste (pails) disposal
Coated fiberglass technology of ½" HD ISO cover boards paired with Peel & Stick TPO (HW) membrane	Enhances the adhesion of our TPO SA product, eliminates the need for primers while achieving FM 1-90 and UL Class A ratings
No adhesive in selvedge edge	Heat welded or seam tape seams
6.25' & 10' wide rolls	Great for small or large projects

GenFlex Peel & Stick TPO (HW) is available in both 45 and 60 mil thickness and in widths of 6.25' and 10'. These 100' long rolls will be stocked at various warehouse locations and can be combined with other GenFlex TPO products. Please contact your local GenFlex Territory Sales Manager for additional information.

The attached Product Data Sheet will provide additional information on the features of this exciting new product from GenFlex. Please visit www.GenFlex.com for information on all GenFlex Roofing System products.

Sincerely,



James E. Burkett
 TPO Product Manager

ITEM NUMBER	SIZE
W59TPT3075	.045" x 6.25' x 100'
W59TPT3099	.045" x 10' x 100'
W59TPT3675	.060" x 6.25' x 100'
W59TPT3699	.060" x 10' x 100'

