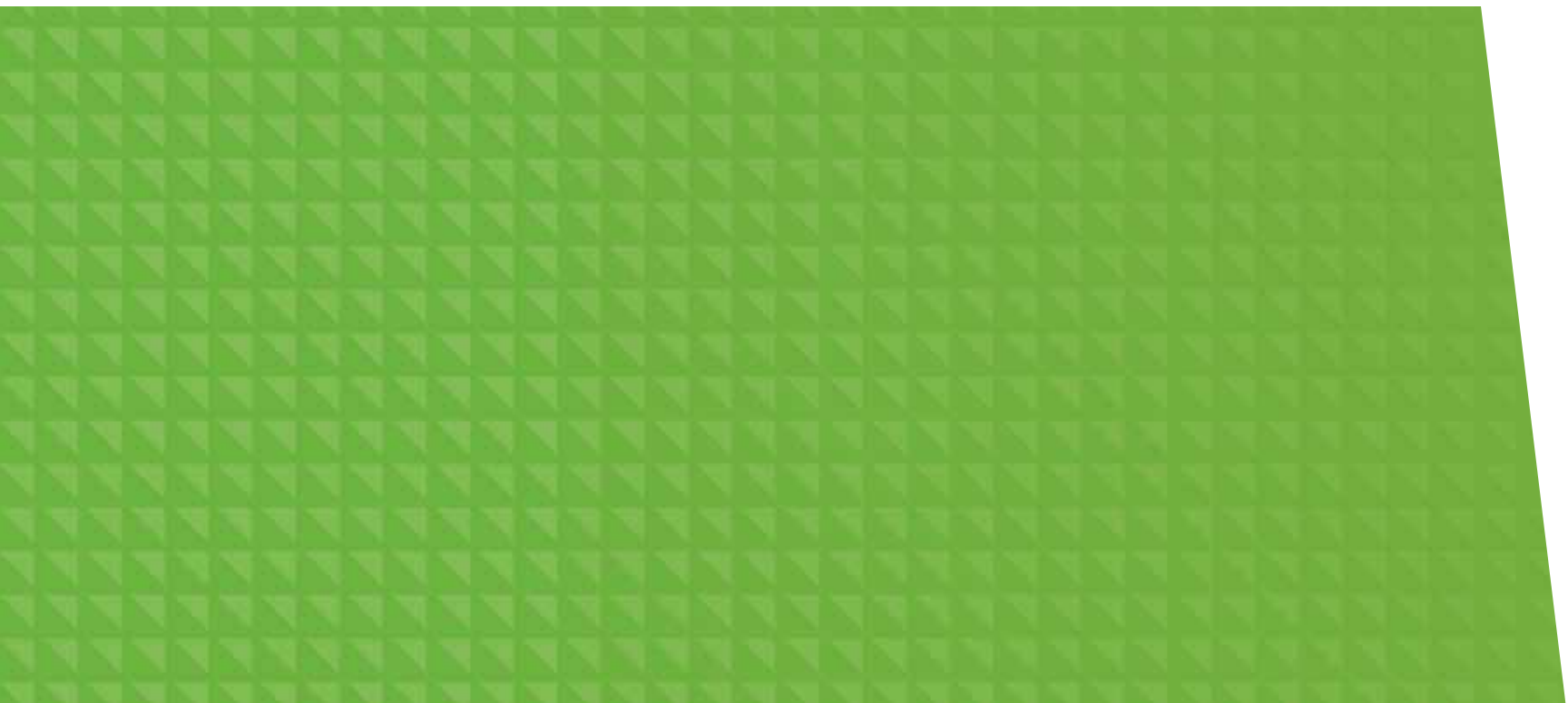


# PROVEN ROOFING SYSTEMS

**GENFLEX**  
Roofing Systems

*Above all.*





# ROOFING CHALLENGES ARE NEVER OVER OUR HEADS

At GenFlex, we live to tackle – and solve – the toughest challenges in roofing. The result is a full line of proven, durable roofing systems and components that provide you with quality, ease of installation and complete warranty coverage. It's that simple. Listening and responding to the needs of our customers has kept GenFlex at the forefront of new roofing products and technologies for over 30 years. That's why over a billion square feet of GenFlex TPO and EPDM membranes have been installed across the country, protecting a wide range of properties, from commercial buildings and retail facilities to hospitals, schools and other institutions. And we're just getting started.



# WHEN IT COMES TO ROOFING...WE'RE ON A ROLL.

GenFlex has always focused on the future, researching and developing better solutions and new opportunities to meet the needs of the marketplace. Want proof? Just take a look at some of the significant industry firsts we're known for:

**1981:** GenFlex becomes one of the original suppliers of EPDM systems. The company is also the first to market EPDM seam tape.

**1996:** GenFlex develops the first 12-foot-wide TPO sheet to meet industry code requirements, and it is still the widest sheet available.

**2003:** GenFlex launches the revolutionary Peel & Stick™ system, one of the most significant advancements in roofing in the past decade. This series of membranes, flashings and seam tape products expedites the roofing installation process by eliminating field-applied adhesives.

**2010:** GenFlex FlexWhite EPDM is a white-on-black EPDM membrane that combines the benefits of a highly reflective white-surfaced membrane with the proven application techniques of a flexible EPDM roofing system.

Today, our roofing systems and components provide a high-quality product, easier installations and a complete array of warranties designed to meet your needs, as they evolve.



# PRODUCTS AND SYSTEMS

We offer a wide selection of roofing products, systems and accessories to help achieve the specific goals of your application.



## EPDM Single-Ply Roofing Systems

GenFlex EPDM is a single-ply high-performance rubber membrane, resistant to tears, impacts, punctures and normal foot traffic. Plus, GenFlex EPDM provides excellent resistance to ozone and UV exposure, helping you meet the latest demands in today's roofing environment.



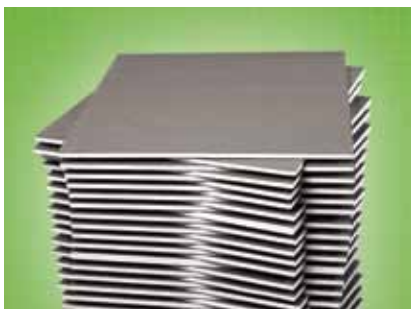
## TPO Single-Ply Roofing Systems

GenFlex TPO is a high-quality single-ply membrane offering the proven flexibility and weather resistance of rubber, plus the high strength, performance and versatility of either heat-welded or taped seams to withstand extreme environmental exposure. The GenFlex TPO system is environmentally respectful, as well as quick, clean and easy to install.



## Self-Adhering Roofing Membrane and Accessories

With adhesive built into the product, GenFlex's Peel & Stick™ patented products and accessories set the stage for roofing installations that are simpler, faster, cleaner and greener. GenFlex has two Peel & Stick membranes: HW (heat-welded) and SA (seam adhesive).



## Polyisocyanurate Roofing Insulation

GenFlex Polyiso is a highly efficient thermal insulation board with polyisocyanurate foam core bonded to fiber-reinforced facers, offering a higher R-value than other insulations. Approved for new construction or reroofing applications over steel, wood, cementitious wood fiber decks and gypsum or lightweight concrete. Choose GenFlex Tapered Polyiso for a sloping surface and positive drainage, or GenFlex HD ISO for a lightweight, yet extremely strong insulation option.



## GenFlex Fasteners and Accessories

GenFlex offers a full line of fasteners and accessories to help you achieve optimum performance in every roofing project – from adhesives and cover tape to pipe boots and walkway pads. We have pioneered innovative products such as GenFlex Peel & Stick accessories for quicker and easier installations.

# GREEN LOOKS GOOD ON YOU

When it comes to protecting the environment and reducing energy consumption, we're all in. Now more than ever, roofing projects require that architects, owners, builders and contractors work together to evaluate a project beyond the dimensions and parameters of the roof.

GenFlex provides a complete offering of roof systems to meet your insurance and code requirements, as well as issues such as the building's planned use, occupant profile and surroundings. When you choose to work with GenFlex's technical experts and innovative products, you can achieve your energy-efficiency goals, including:

- ▼ LEED® points
- ▼ Cool Roof ratings
- ▼ Title 24 compliance
- ▼ ENERGY STAR® certification
- ▼ RoofPoint credits

As an industry leader, GenFlex has continually worked to develop products that reduce environmental impact while contributing to greater energy efficiency. It's a commitment we've reinforced by being a member of the ENERGY STAR® and the Cool Roof Rating Council Programs.

## GIVING THE ENVIRONMENT THE RESPECT IT DESERVES.

Several GenFlex products lead the way in addressing today's environmental concerns in the building and roofing industries.

### GenFlex TPO

High solar reflectivity and high infrared emissivity are critical to a Cool Roof system. GenFlex White TPO systems exceed 79% reflectivity and have an initial thermal emittance of 85% to ensure energy conservation and building comfort. It has a Solar Reflective Index of 98.

### Peel & Stick™ Products

Our patented Peel & Stick system contributes to ENERGY STAR® compliance and provides an environmentally friendly installation, free of asphalt and bonding adhesive fumes.

# PROJECT PROFILES

Many of the country's finest roofing projects rely on GenFlex products. We are proud to present examples of GenFlex roofing systems in action. Below is just a sampling of where you'll find our products at work. Please contact us for project profiles related to your next roofing application.



## MILE HIGH CENTER

**Denver, CO**

When I.M. Pei designed the Mile High Center, it was his first major project as a professional architect and the first high-rise in Denver. Fifty years after completion, this impressive 23-story structure of steel, aluminum and curtainwall glass was in need of a new roof. To achieve an environmentally friendly installation with energy savings, LEED certification and ENERGY STAR® products, GenFlex Peel & Stick™ TPO membrane and GenFlex Polyiso turned out to be ideal for the job.



## COLONIAL CENTER

**Columbia, SC**

When the University of South Carolina Colonial Center was built, the design called for the brand new campus landmark to provide a 330,000-square-foot arena for basketball fans, plus reduce the thermal load on this state-of-the-art complex. GenFlex mechanically attached TPO was chosen for its durability and light weight, as well as its white surface, which reflects over 77% of the sun's heat away from the building.





## WHERE WOULD OUR ROOFING BE WITHOUT SUPPORT?

At GenFlex, we realize that our success depends totally on meeting your needs. That's why every GenFlex roofing project is supported by the team of knowledgeable and experienced roofing experts throughout our organization. A network of GenFlex factory, field and technical representatives provides technical support, product expertise and training. These representatives can provide insight on the building and the project's parameters. They carefully consider environmental conditions (internal and external), timelines and budget, then make suggestions based on their experience. Whether you're a distributor, contractor, architect, specifier or owner, our goal is to provide the products and services you need to be successful.

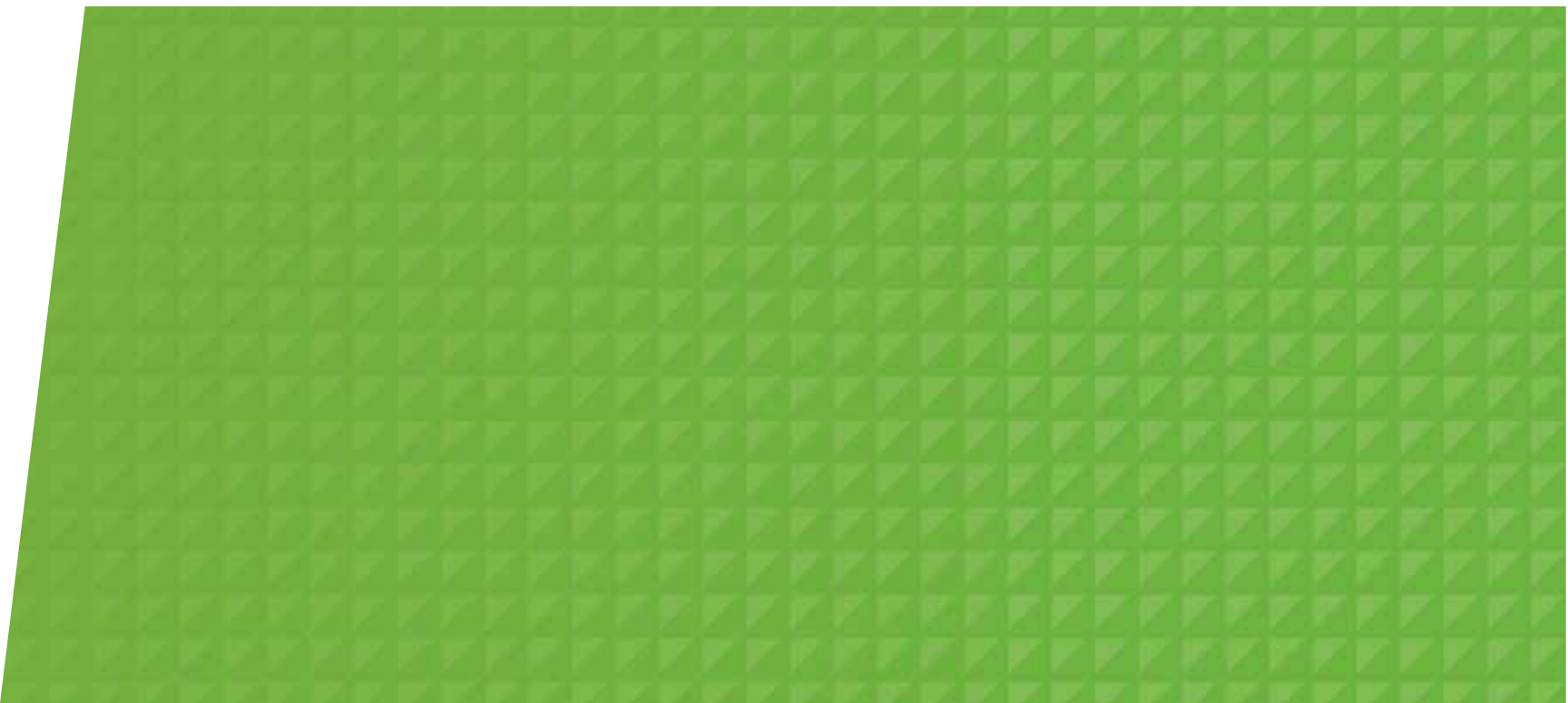
## WE WON'T LEAVE YOU OUT IN THE COLD.

At GenFlex, we understand the challenges you face. You've got to stay on top of the latest products and installation methods to stay ahead of the competition. That's why GenFlex offers comprehensive classroom and hands-on training programs. And we can bring it to you anywhere, anytime. Our team has the knowledge and expertise to demonstrate the most efficient, quality roofing installation methods to keep you out in front. Where it's warm and cozy.

### **Manufacturing/Distribution Network**

GenFlex's nationwide network of manufacturing plants and distribution facilities enables us to further enhance our level of service and efficiency. The strategic location of our facilities shows we are committed to being accessible to our customers, wherever they are, with a wide range of high-quality roofing products, along with superior levels of customer service.







*Above all.*

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## **Additional Resources**

[www.GenFlex.com](http://www.GenFlex.com)

Our website brings you up-to-date information about our company and products. You'll also find information on GenFlex training programs and GenFlex ENERGY STAR-rated products, plus have access to system specifications, technical information, detail drawings and training videos, as well as SDS and product data sheets. GenFlex samples and literature can be ordered online, making it easier to obtain additional information on GenFlex products.

## **Warranties and Code Requirements**

A full array of warranties, including full system coverage of membrane, insulation and accessories, is available. Warranted installations are inspected by QBS Technical Representatives, ensuring that the roofing system meets all warranty requirements. GenFlex has systems that have achieved Underwriters Laboratories (UL) classifications and Factory Mutual (FM) approvals. GenFlex systems are also listed by International Code Council (ICC) and Miami Dade County. Refer to the appropriate agency publication for other listings, or contact the GenFlex Roofing Systems technical department.

## **A Strong Performer**

Headquartered in Indianapolis, IN, GenFlex Roofing Systems is an independent LLC of Bridgestone/Firestone Diversified Products.

GenFlex boasts an independent management team with the nimble decision-making capabilities and personal service characteristics of a small company. While still maintaining the GenFlex heritage and commitment to quality, the backing of a multi-billion-dollar company ensures the strength of our people, distribution channels and technical support through combined resources.