

January 8, 2015

To: GenFlex Roofing Systems Distributors

Subject: Advisory on Generic Polyiso Commercial Roof Insulation

Recently, one of our competitors announced they are introducing a line of generic polyiso insulation that contains no markings on either the board product or the packaging in which it is bundled. According to this announcement, the product is not eligible for guarantees and it does not have any code approvals.

GenFlex goes to great lengths to deliver superior products that you can count on. All of our polyiso commercial roof insulation passes applicable stringent ASTM standards, meets or exceeds FM approvals, are UL classified, and have achieved Miami-Dade County approval. Additionally, we participate in the QualityMark™ third-party product quality auditing program to ensure that the product you receive is always the highest quality we can produce.

The stated purpose for this product line introduction is to “increase in-stock positions at distributors as well as allow the ISO to be used under competitive membranes” and to “increase discretionary ISO sales.” It is for this reason that we feel that we must warn our customers to look out for this generic product and ensure that it is not used under GenFlex roofing membranes or in conjunction with its polyiso insulation.

Use of this insulation will void all GenFlex warranties or product guarantees when used as a part of the roof system.

Please direct any questions you may have to your Regional Business Manager.

Sincerely,

Tyler Cooper
Insulation Product Manager