

## GENFLEX ROOFING AIDS IN UPTOWN CINCINNATI REVITALIZATION PROJECT:

GenFlex TPO roofing system brings the right mix of dependability and high performance to sleek apartment complex



### Project Overview:

As a part of the downtown Cincinnati revitalization efforts, more housing was needed near the east side of the University of Cincinnati. Since the building owners were seeking LEED® gold certification with this project, only the most reliable, energy-efficient products could be used.

GenFlex 60 mil. white TPO roofing system with polyiso was selected for this project because of its reflectivity and its durability. The TPO product is also noted for wearing better without punctures and deterioration.

Downtown Cincinnati has received some much deserved attention in light of its major renovations to many areas of the city. As a part of the renovation efforts, near the University of Cincinnati, additional housing and retail spaces are in the works.

“There is such an incredible demand for housing on the east side of campus,” Dan Schimberg, president of Uptown Rental Properties and owner of Vine Phase 3 (VP3) Apartments, told Urban Cincy. “Originally our plan was to build housing for 1,200 people on Short Vine, but now we’ve increased that total to 1,600 by 2016.”

### Bringing the apartment complex to life

VP3 Apartments became a solution for the growing demand in housing, but the new housing complex didn’t come without its challenges.

“Since the project was in an urban setting, moving machinery around and allowing for the right amount of space for the construction site was a major challenge to overcome,” said Seth Dorn, branch manager for Midwest Roofing Supply, a distributor partner of GenFlex Roofing Systems.

But the Armor Services roofing team was able to overcome this challenge and complete its portion of the \$30 million construction project prior to housing opening in fall 2015. The team completed approximately 40,000 square feet for the main apartment building and more than 10,000 square feet collectively for the townhomes.

---

**“For every project we try to get the best product for the lowest cost. GenFlex has allowed us to deliver on that requirement. The products are great and the pricing is very competitive.”**

**— Tim Yacks**  
*Vice President of Operations,  
Armor Services*

---

### **A dependable partner for service and product performance**

Working with the right people for the job can make all the difference in the process and the final outcome. Material costs, product availability and service are at the top of mind for any roofing contractor when selecting a roofing distributor partner and product for a project.

And that mentality is no different for Tim Yacks, Vice President of Operations at Armor Services. “We have worked with Seth from Midwest Roofing Supply for many years now and know we can count on him and the GenFlex product for what we need with a roof project.”

Yacks and Armor Services are now using almost exclusively GenFlex products. “We have had a very pleasant experience working with GenFlex from pricing, submittals, product availability, and technical support. All aspects have been exceptional.”

This unique experience is one that GenFlex Roofing Systems continues to provide to its partners and customers. As a leading supplier of quality roofing products, GenFlex takes a flexible, hands-on approach to business and customers’ needs. GenFlex’s quality roofing systems, backed by Firestone Building Products, make it a reliable partner for distributors, contractors, architects and building owners.

### **Building the case for LEED certification**

LEED gold certification was an important goal for this project and helped drive many decisions for the apartment building’s overall design and materials used.

“There is a constant push now to obtain as many energy efficiency and environmentally conscious products as possible, while at the same time considering cost. We followed our architect’s directives when bidding on the project and felt that GenFlex’s white TPO was the right product for the job,” Yacks said.

GenFlex’s white TPO products are noted for meeting the stringent reflectance and remittance criteria used by the USGBC’s LEED program, making it an obvious choice for this project. The white TPO membrane provides excellent solar reflectance which will keep tenants cool and more comfortable during the summer months without high energy costs.

#### **The GenFlex TPO Roofing System provided:**

- ▶ Exceptional solar reflectivity and heat resistance
- ▶ Reduced energy and maintenance costs
- ▶ Cost-effective solution for apartment complex

#### **The GenFlex polyiso insulation added greater value to the project by:**

- ▶ Earning LEED credits towards gold certification
- ▶ Providing a better R-value performance per inch

