

WHAT'S NEW

TO: GENFLEX VALUED CUSTOMERS

JANUARY 27, 2012

RE: Price Increase Announcement

As noted in the September 2011 announcement from GenFlex Roofing Systems, longer term forecasts predicted the continued rise of EPDM costs into 2012. Both raw materials costs and availability have continued to apply upward pressure on the cost of EPDM, with further increases expected in the second quarter of 2012. In response, GenFlex must announce a price increase on EPDM membranes and accessories.

Price Increase and Effective Date

<u>Product Line</u>	<u>Date of Increase</u>	<u>% Increase</u>
EPDM Membrane & Accessories	April 2, 2012	up to 8%

- *Orders must be received by March 19 and scheduled to ship by March 30 for the pre-increase price.*
- *Pricing will be effective at time of shipment.*
- *Existing quotes will be honored; however prices will not be extended.*

We appreciate your continued support of GenFlex Roofing Systems. If you have any questions, please contact your local territory sales manager.

Sincerely,



Eric Ziemba
General Manager

