

# WHAT'S NEW

## MARKETING BULLETIN

**TO: GENFLEX VALUED CUSTOMERS**

April 16<sup>th</sup>, 2013

**RE: GENPOCKET T WITH ALL- PURPOSE LVOC PRIMER KIT**

With an increased focus on providing environmentally friendly, Low Volatile Organic Compounds (LVOC) products, GenFlex Roofing Systems is pleased to announce that our GenPocket Kit, which currently includes a 4 oz can of Clear Primer, will now contain All-Purpose LVOC Primer.

The All-Purpose LVOC Primer has been extensively tested and proven to provide superior adhesion and complies with certain VOC limit requirements.

### All-Purpose LVOC Primer Benefits:

- Ensures excellent initial and long-term bond strength
- Meets the VOC air quality requirements of the South Coast Air Quality Management District (SCAQMD) and Ozone Transport Commission (OTC) and can be used safely anywhere in the U.S.
- Flashes off quickly

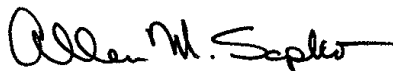
As a result of the change to the LVOC primer, the previous GenPocket T Kit, containing standard primer, part numbers will no longer be applicable. For future orders, please utilize the following part numbers:

| Part Number | Description             | Packaging         |
|-------------|-------------------------|-------------------|
| W59003026L  | GenPocket T Kit (White) | 6 Pockets per kit |

This product complements our full line of LVOC products and demonstrates continued commitment to provide our customers with environmentally friendly products while maintaining the high level of quality and performance expected from GenFlex Roofing Systems.

Additional information is available from your local GenFlex Territory Sales Manager (TSM) or visit the GenFlex website at [www.GenFlex.com](http://www.GenFlex.com).

Sincerely,



Allen M. Sopko  
Thermoplastic Product Manager

