

WHAT'S NEW

TO: GENFLEX VALUED CUSTOMERS

MAY 29, 2012

RE: July 2, 2012 Price Increase

A careful review of recent market information indicates the cost of raw materials will continue the upward price trend. As a result, GenFlex is announcing a 5% price increase on the following, effective July 2nd:

- Polyisocyanurate insulation.

This announcement is in addition to our previous 5% increases that were published May 1st for EPDM, EPDM accessories and adhesives, which included the following products:

- All EPDM and TPO adhesives, sealants and primers (Both Standard & LVOC products), including:
 - Bonding ○ Splice ○ Primers
 - Lap Sealants ○ Insulation Adhesives

Please note that orders for the products listed above must be received by June 18, 2012 and ship before July 2nd to be eligible for current pricing.

If you have any questions, please contact your Territory Sales Manager.

Thank you for your continued support of GenFlex.

Sincerely,



Eric Ziembra
General Manager

