

September 5, 2014

**To: GenFlex Valued Customers**

**Subject: Price Increase Announcement – INSULATION**

At GenFlex Roofing Systems, we work hard to keep our operating and manufacturing costs as low as possible, which allows us to continue to be the manufacturer of choice and to provide the highest possible value within the building products industry.

In May, 2014, we announced a price increase with an effective date of July 1, 2014 as a result of rising materials costs. Since that time, we have continued to receive notification from our suppliers of additional increases in material costs. Because these increases continue to exceed industry projections, we must once again announce a price increase on our Polyisocyanurate Insulation products.

<i><b>Product Line</b></i>	<i><b>Date of Increase</b></i>	<i><b>% Increase</b></i>
<b>All Polyisocyanurate Insulation products</b>	<b>October 15, 2014</b>	<b>3%</b>

- *Orders must be received by September 26<sup>th</sup> and scheduled to ship by October 10<sup>th</sup> for pre-increase price*
- *Pricing will be effective at time of shipment*
- *Existing quotes will be honored; however prices will not be extended*
- *Contractors should continue to make use of price escalators in their contracts to further protect themselves from unpredictable raw material volatility*

We appreciate your continued support of [GenFlex Roofing Systems](#). If you have any questions, please contact your local Territory Sales Manager.

Regards,

Tyler Cooper  
Insulation Product Manager