



PRESS RELEASE

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GenFlex Roofing launches online ‘GenFlex University,’ offering on-demand education for the roofing industry

INDIANAPOLIS, April 18, 2015 – [GenFlex](http://www.GenFlex.com) Roofing Systems, a leading supplier of single-ply commercial roofing products, has announced the release of an online learning tool for roofing contractors, distributors and other building professionals: “GenFlex University” will help users understand the performance qualities, applications, and installation methods for its roofing membranes, insulations and accessories.

For nearly 35 years, GenFlex has built a reputation as a trusted partner to the professional roofer, delivering products, training and service to help contractors deliver high-performance roofing systems on time and on budget. By adding product and training content online through GenFlex University, the company is offering expertise on demand to meet the hectic schedule of the commercial roofer.

“GenFlex University is another tool to help our customers succeed,” said Mike Bothwell, GenFlex marketing brand manager. “We’re ready and willing to provide face-to-face training for our partners, but we also want to leverage technology to make product and installation resources even more convenient, at just a click away.”

GenFlex University is available free-of-charge to the construction industry and the public-at-large at www.GenFlex.com/University. Three courses are currently available – EPDM Roofing Systems, Thermoplastic Roofing Systems (TPO) and Roofing Insulation and Cover Boards – using a variety of audio and text content, graphics, animation and videos to expand on each topic. Through these interactive classes, users will work with hypothetical situations and answer questions to learn more about product solutions and installation methods.

In addition to teaching users about the benefits of these GenFlex offerings, those who complete the courses qualify for Continuing Education Credits.

“As commercial construction continues to surge in 2015, we know that skill gaps and worker training is an ongoing challenge for the industry,” noted Eric Ziemba, general manager for GenFlex. “Education pays off in productive crews and quality installation, so we’re committed to investing in programs like GenFlex University to make vital knowledge more accessible.”

(more)

Since 1981, GenFlex has been known for durable and dependable roofing products, supporting the commercial roofing industry with contractor-friendly innovations and customer service. In recent years, construction professionals have embraced online tools to help grow their businesses, and GenFlex has responded. Last year, the free GenFlex technical application was introduced for download in the iTunes® Store ([here](#)) and for Android™ in Google Play™ ([here](#)), and now GenFlex University continues to expand the array of virtual resources available for its customers.

About GenFlex

GenFlex Roofing Systems is a leading supplier of high quality single-ply roofing products for the commercial market. More than a billion square feet of GenFlex roofing membrane has been installed in the company's history, earning a reputation as a business partner and resource for the professional roofing contractor. Headquartered in Indianapolis, Indiana, GenFlex manufactures a full line of EPDM and TPO membranes, polyiso insulations and accessories; it markets and sells these products through a North American network of distributors and authorized contractors. For more information, visit www.genflex.com.

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