

# GENFLEX™ ROOFING TAKES SAFE AND SPEEDY INSTALLATION TO A NEW LEVEL WITH ITS SELF-ADHERING TECHNOLOGY

New and improved TPO Roofing System proves its worth for Louisiana Church



## Project Overview:

Replacing a 20-year-old, double-layered, 17,500-square-foot roof that covered the Broadmoor Church was just the beginning of the project considerations for Steve Kinel and the Corporate Roofing team. The church hosts many visitors, meaning the team needed a solution that allowed for a safe and speedy installation of the new roof.

GenFlex's improved 60 mil. EZ TPO Peel & Stick™ membrane was selected for this project because of its new advanced adhesion technology that contains no harmful VOCs and is noted for ease and speed of installation.

After 20 years and two layers of existing roof, the Broadmoor Church in Shreveport, Louisiana, was in desperate need of a new roof. Many leaks throughout the 17,500-square-foot building were becoming an increasingly alarming issue for the church.

When a member of the Broadmoor Church donated money to replace the roof, the project came to life for roofing contractor Steve Kinel and his team at Corporate Roofing.

One of the biggest challenges that the Corporate Roofing team faced was ensuring that the church could remain open and safe for occupants throughout the duration of the project. The church has many occupied, multi-functional spaces, including a daycare. This meant it was even more critical to use a roofing product that contained zero VOCs and no odors, making it completely safe to install on occupied buildings.

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**“The new self-adhered TPO was introduced to us at the International Roofing Expo (IRE) in New Orleans, and we thought that it would be a perfect fit for this project.”**

**— Steve Kinel**  
*President, Corporate Roofing*

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## Selecting the best roofing product for the job

The new and improved GenFlex EZ TPO Peel & Stick membrane with advanced adhesion technology was introduced to the roofing team during its release at the International Roofing Expo (IRE) in the spring of 2015. The TPO product with new, advanced adhesion technology boasts no VOCs, no odors and no chemicals for mixing, while also promising a speedier installation process and a bond twice as strong as the nearest self-adhered membrane competitor.

Occupant safety was very important to the team during demolition of the old roof and installation of the new roof. “One of the largest areas of the roof houses the infant daycare and the Mother’s Day Out Program. Not having to use solvent-based bonding adhesives on this project was a win-win for everyone,” said Kinel.

When long-time GenFlex distributor Bill Henderson of Riverside Roofing Materials started working with Kinel and Chuck Steiner, a GenFlex sales representative, the team was confident that this was the right solution for the Broadmoor Church roofing project. Henderson has experienced great success with GenFlex’s new and improved EZ TPO Peel & Stick membrane with advanced adhesion technology on several other projects in the product’s debut year.

“I’ve had several self-adhering TPO projects this year, and all of them have gone really well,” Henderson said. “GenFlex has a very good product and great technical support that has made the difference.”

## Long-term team worked together for a seamless performance

With more than a billion square feet of roofing membrane installed over the last three decades, GenFlex Roofing Systems has built a reputation for superior installed performance and “whatever it takes” service.

Henderson and Kinel have worked closely together for well over 10 years, and together with Steiner, they have developed a strong partnership that allowed for a smooth project at the Broadmoor Church.

Because priming and waiting for flash off were not necessary when using the self-adhering technology, the installation process was much quicker; depending on conditions, the installation can be sped up by as much as two to five times compared to a standard fully adhered installation.

“Our experience working with GenFlex has been great and this project was no exception. We had no installation issues,” said Kinel.

### GenFlex EZ TPO Peel & Stick membrane with new, advanced adhesion technology provided:

- ▼ Simple, faster installation
- ▼ Safer installation due to no VOCs and no odor during installation
- ▼ Reduced waste on job site
- ▼ A bond twice as strong as nearest self-adhered membrane competitor

### The GenFlex polyiso insulation added greater value to the project by:

- ▼ Enhancing roof strength while remaining environmentally friendly
- ▼ Providing a better R-value performance per inch
- ▼ Maximizing energy savings

