



**PRESS RELEASE**

**CONTACT:** Chris Watts  
CVR Public Relations  
317-638-9284  
cwatts@cvrindy.com

## **GenFlex™ Roofing showcases energy & labor-saving solutions at IRE 2017, including new high-performance insulation formula**

***New adhesives eliminate odor and emissions, with easier installation – giving contractors more flexibility on the jobsite***

INDIANAPOLIS & LAS VEGAS, February 28, 2017 – GenFlex Roofing Systems, a leader in roofing products and service for professional roofers for more than three decades, will showcase its latest energy- and labor-saving solutions at the International Roofing Expo in Las Vegas, March 1-3.

GenFlex has earned a reputation for meeting the day-to-day demands of commercial roofers on the jobsite, with dependable quality and a strong commitment to the construction industry's drive for more efficient, sustainable buildings. At IRE [Booth 531], the company will feature three product developments that support these goals – a new formulation to its energy-saving Polyiso roof insulation, EZ TPO Peel & Stick membrane, and EPDM Solvent-Free Bonding Adhesive.

"We never lose sight of the fact that our customers are business owners and entrepreneurs who depend on reliable customer service and productive crews," said Ed Klonowski, ISO product manager for GenFlex. "At IRE, we look forward to highlighting how GenFlex helps save time and money with roofing systems that have a longer installed life, maximize energy savings and minimize chemical emissions."

Visitors to Booth 531 will learn more about these and other GenFlex roofing solutions:

- A new formulation of **high-performance polyiso insulation**, delivering the highest R-value per-inch in cold temperatures and exceeding mineral wool and competitive polyiso boards in R-value and cost savings:
  - Other polyiso boards require an additional .25 inches to meet an R25 value at 40 degrees Fahrenheit.
  - Fewer inches of polyiso translates to significant cost savings for building owners – across a 500,000 square-foot roof, this thermal efficiency can equate up to \$40,000 in savings.
  - Polyiso is also more environmentally-friendly than mineral wool, requiring 85 percent less embodied energy to manufacture (along with its ability to be recycled and reused).

With Tapered (sloped surface) and HD (lightweight) options, polyiso is a versatile, easy to install insulation that acts as a substrate (with no primer needed) for high-performance membranes like:

- The GenFlex **EZ TPO Peel & Stick**, with advanced self-adhesive technology that offers twice the bonding strength of competitive self-adhesive products (by lbf/in in peel testing), with an all-

weather installation range from 20-120 degrees Fahrenheit; the new EZ TPO Peel & Stick adhesive also has no Volatile Organic Compounds (VOCs) and is odor-free.

- For EPDM applications, GenFlex offers an innovative **Solvent-Free Bonding Adhesive** that allows single-sided, wet lay application for fast installation (with a coverage rate 50 percent greater than the competitive average). Like the Peel & Stick TPO adhesive, the Solvent-Free EPDM system means near-zero VOCs (and no odor), saving time and clean-up by allowing immediate application (no waiting for flash off) while avoiding mixing and priming.

These products reflect a full line of roofing systems and accessories, with a corporate focus on consistent quality and continuous improvement.

“We offer a full portfolio of products with a ‘customer-first’ philosophy,” added Klonowski. “From on-demand resources through the GenFlex mobile app to local distributors just a phone call away, we’re in your corner with products that you can stand behind – because we always do.”

With IRE bringing the roofing industry together in the first quarter of each year, Klonowski noted that the show offers a look at early construction trends to better capitalize on emerging opportunities. Most industry observers and economists (including those included in the AIS Consensus Construction Forecast) are predicting continued growth in nonresidential building through 2017.

“In many of the areas where we expect healthy activity – office, education, and hospitality, for example – projects are often underway as facilities are housing tenants, hosting guests or preparing for a new school year...down time isn’t an option,” he said. “This means building products that cut installation time and eliminate the concern of toxic chemicals around crews and occupants help create a competitive advantage.

“Come visit us at Booth 531 so we can talk about making tough job schedules easier, cutting energy costs and offering green solutions for the building owners you work with, and helping to make your business more productive and profitable.”

Learn more about IRE 2017 (March 1-3, Mandalay Bay Convention Center) at [www.theroofingexpo.com](http://www.theroofingexpo.com); find GenFlex on the convention floor [here](#) and review the show schedule [here](#). To schedule interview opportunities with GenFlex at IRE, contact Chris Watts at [cwatts@cvrindy.com](mailto:cwatts@cvrindy.com)/317-638-9284 or Kevin Flynn at [kflynn@cvrindy.com](mailto:kflynn@cvrindy.com).

### About GenFlex

GenFlex Roofing Systems, a division of Firestone Building Products, 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 30-year history, earning GenFlex 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](http://www.genflex.com).

# # #