

## Lean, Green & Clean makes you a profit machine.

In the business of roofing, there's one thing that really matters — the bottom line.

There are a lot of variables that affect that bottom line from product quality and performance to installation ease and speed. GenFlex has been working overtime to address these issues.

The results are new, improved products and installation systems designed to make your work leaner, greener, and cleaner.

**By lean, we mean less.** Less time, less work, less materials, less hauling. And, when you add all this up, less definitely equals more.

**Green = better environmental conditions.** No hot asphalt. No toxic fumes. Not to mention greater energy savings. All of which are better for your crew, better for the building occupants AND better for the planet.

**A clean start means a clean finish.** We've taken the slop and the clutter out of the process. So you have less mess to begin with, less material to store on site, less to haul away. And, ultimately, a cleaner looking job.

If this is sounding like a desirable situation for you, please read on.

### Old Technology. The trouble with asphalt.

Where do we even begin?

- It's dirty
- It smells
- It's cumbersome

Then there's:

- Risk of fire
- Issues of air intake and health
- Insurance liability

**In short: asphalt stinks.**

# Enlightened thinking. Better roofing.



### It's time for a change.

A big change.

That's why we made a commitment to developing new products and improve existing ones for greater safety and energy savings on the roof...and in the building below.

The result is not just a safer, faster and easier installation, but longer-lasting, better performance.

No matter which products you choose, we've worked hard to make them more environmentally sound AND easier to install.

This makes a GenFlex roofing system a win-win situation for everyone.

### GenFlex Peel & Stick™ TPO System: New Technology that's lean, green, clean, and downright revolutionary.

Imagine:

- No machinery to haul up to the roof
- No torches
- No electrical cables
- No buckets of adhesive
- No VOCs.
- No asphalt fumes
- No asphalt burns
- No disruptive noise
- No hassles

That's the beauty of GenFlex's new Peel & Stick™ TPO system. We've taken the pain out of the process by building the adhesive into the membrane.

It's almost too good to be true. And yet it is. You simply align the membrane, peel back the liner to expose the adhesive coating, and let it bond to the approved substrate.

You get the same powerful seal, only crews don't have to inhale any nasty solvents, clean up any spills, or evacuate the building occupants during installation. No risk of torches creating a fire hazard during installation, either.



GenFlex  
Roofing Systems

## Peel & Stick



### A people-friendly roofing system where it matters most.

The Peel & Stick™ TPO System is especially invaluable in buildings where long or even short-term evacuation of occupants due to VOCs, odors or fumes is problematic or rooftop access is restricted or difficult.

This includes:

- Hospitals, health care facilities, nursing homes
- Schools, child care facilities
- High-rise office buildings
- Condominiums, row houses



In terms of safety for building occupants, there's no better roofing system that delivers so many benefits with so little disturbance or exposure to construction hazards.

### Cooler roofs prevail.

It's a vision in white. A vision of energy savings. In terms of safety for building occupants, Peel & Stick roofing systems deliver many benefits.

The use of reflective roofing materials is a proven method for keeping solar heat out of buildings and increasing energy savings. In certain geographic regions, our white Cool Roof systems normally stay 50° to 60° F cooler at peak times than traditional darker roofing membranes.

Not only does this protect the environment from the negative effects of urban heat islands and lower cooling costs, it makes building owners, and occupants, very happy.

For the occupant, there's greater climate comfort in the building. For the owner, there's less electrical demand and increased energy savings, not to mention less wear and tear which leads to reduced maintenance expense.

### The big "OK" from the EPA.

It's not every day that a government agency gives its blessing to the roofing industry, so we are especially proud to be a partner in the EPA Energy Star Program. Not only do GenFlex white TPO products meet EPA requirements, they are helping



reduce energy bills across the country. That saves our end-users money, and makes us all better citizens of the planet.

In addition, GenFlex TPO white products meet stringent reflectance and emittance criteria qualifying for points in the LEED Program (Leadership in Energy & Environmental Design).



### Breathe easier. We've thought of everything.

Technology advancements in product chemistry and manufacturing are creating new opportunities for better roofing systems.

At GenFlex, we're embracing this new technology by providing innovations that not only enhance the quality of our roofing, but the quality of life for everyone who uses our products.

## GenFlex.

Enlightened thinking.  
Better roofing.

# We did the math. It all adds up to savings.

Let's compare a Peel & Stick™ TPO roof installation with a traditional asphalt roof installation on different crucial factors: time, process steps and volume of material on the jobsite.

To demonstrate the Peel & Stick difference, we took a 50,000-square-foot, multilevel hospital building with a concrete deck and estimated the project with two systems utilizing a crew of 8.

Numbers don't lie.

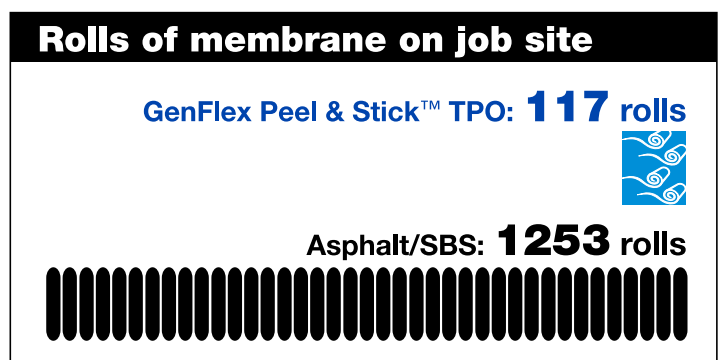
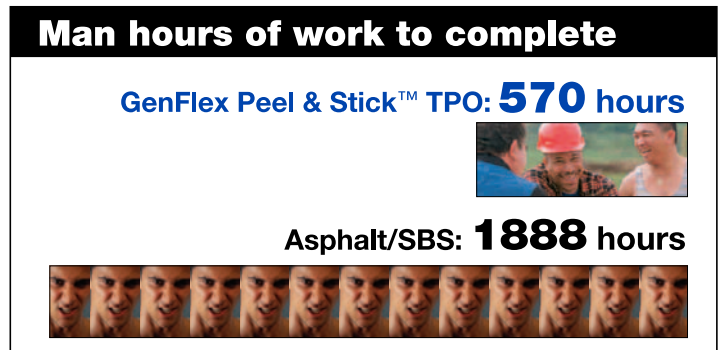
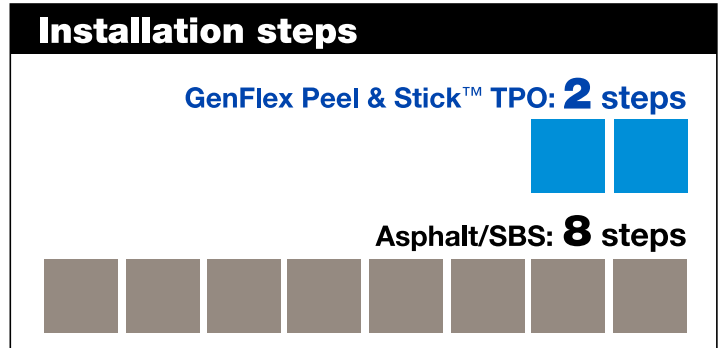
When you do the math, it's easy to see how GenFlex saves you time and money.

And that's not all. With a Peel & Stick™ TPO system, there's less material to deliver and store, less labor in transporting material up to the roof, and less equipment to bring to the site.

## GenFlex Peel & Stick™ TPO System

### Building occupant, owner & crew benefits

- On-and-off the job faster
- Less occupant inconvenience and hassle
- No HVAC intake issues
- Simpler installation improves quality of application
- Less material storage
- Easier to use on difficult-to-access roofs
- Safer for crews and occupants



**Enlightened thinking.  
Better roofing.**

# Lean, Green

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## The GenFlex approach to better roofing performance.

- Improved environmental conditions
- Faster, smarter installation
- Greater comfort / Lower cost

# Clean