

December 20, 2024

**Price Announcement**

**To: U.S. GenFlex Customers**

Dear Valued Customers,

We continue to evaluate market factors and economic conditions that affect our industry. As operational costs continue to rise, we will soon implement price increases on TPO (membrane and accessories), EPDM (membrane and accessories), PolyIso Insulation, Low-Rise Foam Adhesives, and all other accessories.

| Product                               | Increase        | Effective Date   |
|---------------------------------------|-----------------|------------------|
| <b>TPO Membranes and Accessories</b>  | <b>Up to 3%</b> | <b>3/15/2025</b> |
| <b>EPDM Membranes and Accessories</b> | <b>Up to 4%</b> |                  |
| <b>Polyiso Insulation</b>             | <b>Up to 5%</b> |                  |
| <b>Low-Rise Foam Adhesives</b>        | <b>Up to 5%</b> |                  |
| <b>All Other Accessories</b>          | <b>Up to 5%</b> |                  |

Orders must be received and confirmed to ship before the effective price increase dates shown above to receive pre-increase pricing. All currently approved quotes will be honored.

If you have any questions regarding this new price adjustment, please contact your local [GenFlex Sales Representative](#).

Sincerely,

Frank Palmer  
SVP of Sales, Elevate  
Holcim Building Envelope  
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