



Sept 9, 2026

Pricing Adjustment – Effective September 11, 2026

To: Canada GenFlex Customers

Dear Valued Customer,

The Canadian government has recently announced additional counter tariffs on a range of U.S.-origin goods, leading to a shift in costs for commercial roofing products, specifically impacting steel, aluminum, fasteners, and other related products. This disruption has caused significant increases in our product cost.

As such, GenFlex is implementing the following material price adjustments:

Product Category	Increase	Effective Date
Elevate Plates, Fasteners, Bars, Strips, and Coated Metal Products	Up to 50%	09/11/2026
Elevate Steel & Aluminum	Up to 50%	

This new product pricing will be effective on all orders shipping on or after September 11, 2026, without exception.

We are closely monitoring the Canadian countermeasures, if the government modifies these trade policies, adjusts tariff levels, or introduces new product exemptions, GenFlex will evaluate the applied surcharges accordingly.

We appreciate your support and partnership through this challenging time, and we will keep you informed as conditions change. If you have questions, concerns, or if we can help in any way, please contact your local [GenFlex Sales Representative](#).

Thank you for your continued partnership.

Sincerely,

Omar Rekkas
VP of International Sales & General Manager, Canada
GenFlex Commercial Roofing