



Dedicated to the Growth and Advancement of the EIFS Industry

P R O M O T E
E N G A G E
D E L I V E R

ABOUT EIMA

Founded in 1981, the EIFS Industry Members Association (EIMA) is a North American non-profit technical trade association dedicated to advancing and promoting the Exterior Insulation and Finish Systems (EIFS) industry. As a leading authority on EIFS, EIMA serves as a vital hub for leading suppliers, manufacturers, distributors, contractors, architects, and professionals in the industry. EIMA plays a pivotal role in shaping industry standards and advocating for the interests of its members at local, regional, and national levels. The association offers a dynamic platform for networking, collaboration, and continuous learning, providing members with access to cutting-edge research, education, and resources. Through EIMA, professionals in the EIFS sector can stay ahead of industry trends, enhance their skills, and contribute to the overall growth and advancement of the EIFS industry. Whether through advocacy initiatives, networking opportunities, or educational programs, EIMA stands as a cornerstone for individuals and businesses seeking to thrive in the dynamic world of Exterior Insulation and Finish Systems.

EIMA's Board of Directors adopted a new strategic plan in July 2022 to position the industry for future success. Going beyond EIMA's technical roots, the new plan maintains the association's technical emphasis and broadens its scope to include all aspects of the industry's value chain. The new plan includes a foundational industry objective and three interrelated strategic initiatives. The Board also approved a new governance structure so that the priorities of the board and the efforts of the working groups are more interconnected than ever before.

STRATEGIC INDUSTRY OBJECTIVE:

The Exterior Insulation and Finish Systems (EIFS) industry is recognized as delivering high-performing, sustainable, durable cladding solutions with unmatched architectural possibilities.

STRATEGIC INITIATIVE 1:

PROMOTE...

EIFS building products as high-performing, sustainable, aesthetically-flexible, durable solutions throughout the customer base and help position the entire segment for domestic growth and alignment.

PROMOTION WORKING GROUP

STRATEGIC INITIATIVE 2:

ENGAGE...

and partner with the value chain's relevant organizations to collaborate, share knowledge and build a unified voice to advocate and deliver a more favorable business environment in all markets.

ADVOCACY WORKING GROUP
• Federal, State, Local
• Technical and Research

STRATEGIC INITIATIVE 3:

DELIVER...

resources that assist all companies to attract and maintain "best in class" workforce.

EDUCATION & WORKFORCE DEVELOPMENT WORKING GROUP

ABOUT EIMA

How Does EIMA Help the EIFS Industry and My Business?

Governed by industry leaders, EIMA's activities have helped the industry since its establishment more than 40 years ago.

PROMOTE EIFS building products as high-performing, sustainable, aesthetically-flexible, durable solutions throughout the customer base and help position the entire segment for domestic growth and alignment.

- Networking Events that Bring Together the Major Players in the EIFS Industry
- Proprietary Industry Statistics for Manufacturer and Associate Members
- Excellence Awards Program the Showcases the Design Potential of EIFS and Raises Your Company's Profile

ENGAGE and partner with the value chain's relevant organizations to collaborate, share knowledge and build a unified voice to advocate and deliver a more favorable business environment in all markets.

- Advocacy Efforts that Defend the EIFS Industry
- Technical Publications that Educate the Design Community about the Proper Use of EIFS
- First-rate Industry Research that Proves the Efficacy of EIFS

DELIVER resources that assist all companies to attract and maintain "best in class" workforce.

- Support of AWCI's "EIFS Doing It Right®" Online Education Programs that Offer National Certification for EIFS Mechanic, EIFS Industry Professional and EIFS Inspector designations



PROMOTE

Networking Events that Bring Together the Major Players in the EIFS Industry

Annual Meetings and Fall Board and Working Group Conferences provide perfect venues for interacting with peers, industry leaders, and potential collaborators in the EIFS industry. At these well-attended events, you and your company's colleagues will hear first-hand from insightful speakers and panelists, form close-knit communities that build valuable relationships, and find common ground to advance the industry.



Proprietary Industry Statistics for Manufacturer and Associate Members

For over 20 years, EIMA has collected quarterly estimates from member manufacturers that measure five components of the EIF system, along with estimated sales revenues in the US. These statistics are aggregated and then distributed to EIMA member manufacturers, members of the Board, and associate manufacturers. EIMA is the only EIFS industry organization that compiles this data, which is proprietary and not released to the public.

Excellence Awards Program that Showcases the Design Potential of EIFS and Raises Your Company's Profile

By supporting EIMA, members send a signal that your company is dedicated to keeping up with industry trends and adopting industry best practices. Moreover, your reputation is amplified because only EIMA members are allowed to be listed on EIMA's website and participate in programs like the popular Architectural Awards program. EIMA members are also prominently featured in industry communications, social media, press releases, and articles.

Clovis Community Medical Center - Phase C	Heartis® Buckhead
Rutherford Co., Inc. Contractor	Southern Wall Systems Contractor
Westside Building Materials Fresno Distributor	General Shale Distributor
ParexUSA Manufacturer	Finestone Manufacturer
Clovis Community Medical Center Owner/Developer	Caddis Partners Owner/Developer
HMC Architect	Lantz Boggio Architect
	
2022 EIFS HERO OF THE YEAR	



PROMOTE

What's Next?

The EIMA Promotion Working Group will be launching new initiatives and enhancing existing programs which include:

- AIA CEU Course entitled "Performance and Design Benefits of Today's High-Performance Exterior Insulation and Finish Systems (EIFS) with Drainage" that will be housed on Hanley Wood University.
- New website that enhances functionality and members' interactivity with EIMA resources.
- Expanded architectural awards program that now includes panelization as a category and Canada in the geography.

Learning Objectives

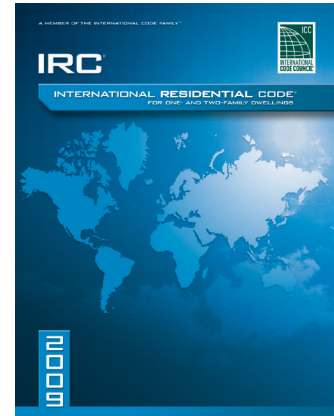
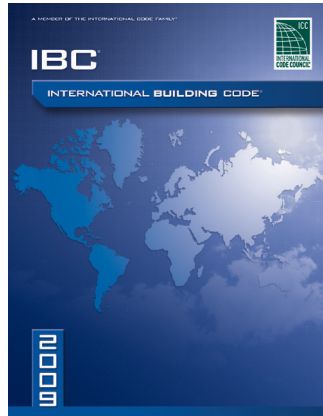
- 1** Define modern EIFS products and how they provide added features including drainage, air- and water-resistive barriers, and a variety of new finishes for new and retrofit construction in all climates.
- 2** Describe the many benefits of modern EIFS, known as EIFS with Drainage.
- 3** Explore how EIFS with Drainage are typically single-source solutions for a building's exterior wall cladding and how they meet model building codes and standards.
- 4** Examine important considerations when designing with EIFS with Drainage.

ENGAGE

Advocacy Efforts that Defend the EIFS Industry

As the EIFS industry trade association covering all of North America, membership dues are crucial in enabling EIMA to offer a platform where collective member-driven efforts (e.g. the Technical Committee) benefit the entire industry in the areas of technical advocacy and government affairs.

- **2009: ICC Approves EIFS in the International Building Code and International Residential Code.** Working through EIMA's Technical Advisory Committee and contributing time and personnel to the code-development process, EIMA manufacturer members helped the industry satisfy the requirements of the ICC and attain acceptance into the code.



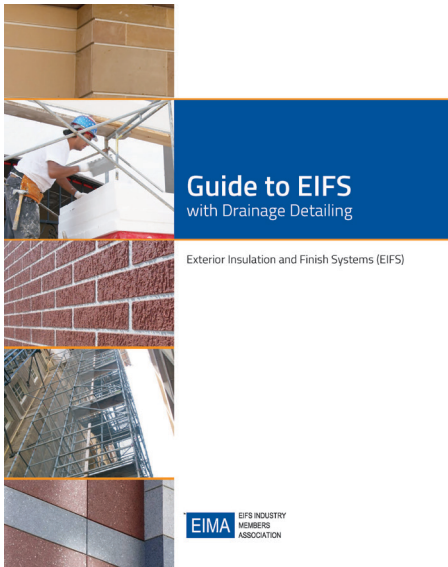
- **2019: Governor Abbott (TX) Signs H.B. 2439.** This legislation prohibits local governments from mandating the use of only specific products, and allows the use of all products and materials permitted in current national building codes. The effort to pass H.B. 2439 included the Texas Association of Builders, Safe Building Materials Association of Texas, and many other leaders in the building industry, including EIMA members.
- **2023: Minneapolis Planning Commission Reverses Proposed EIFS Ban and Votes to Allow EIFS on all Parts of the Building.** In June 2023, the Minneapolis Planning Commission was considering a staff recommendation to ban EIFS as a building material option in its new exterior building materials guidelines. Through coalition building, messaging that focused on climate change and affordability, and testimony from Dryvit, Sika Facades, Sto Corp, and labor and contractor organizations, the EIFS industry was able to convince the planning commission to vote unanimously in favor of permitting EIFS with Drainage on all parts of the building.



ENGAGE

Technical Publications that Educate the Design Community about the Proper Use of EIFS

Authored by EIMA members, several trademarked EIMA publications are available to educate stakeholders in the design and construction industries about EIFS.

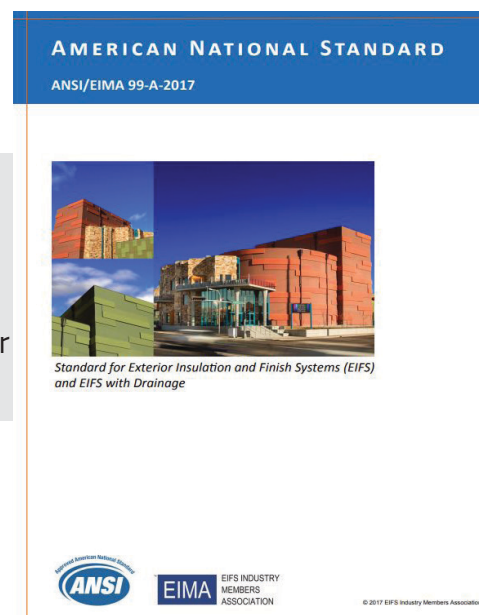


Guide to EIFS with Drainage Detailing

This guide helps architects and contractors understand modern EIFS with Drainage with 26 pages of high-resolution imagery and answers to design questions - including the connection to EIFS with windows, doors and roofs.

American National Standards Institute (ANSI) approved EIFS standard - ANSI/EIMA 99 A – 2017

EIMA is an accredited ANSI standards organization, and as such, it created this updated standard which provides information on the minimum requirements for specifying and installing EIFS and EIFS with Drainage.



IMPACT RESISTANT EIFS: *Tough and Tested*



Impact Resistant EIFS: Tough and Tested

This collateral provides detailed information and guidance to designers and specifiers on how to achieve impact resistant performance using EIFS.

ENGAGE

First-rate Industry Research that Proves the Efficacy of EIFS

Member contributions allowed EIMA to fund and facilitate the transformational research sponsored by the association and the U.S. Department of Energy. Conducted by researchers at the Oak Ridge National Laboratory, this research found that EIFS outperformed brick, stucco and fiber cement in tests measuring energy efficiency, moisture intrusion and temperature control.

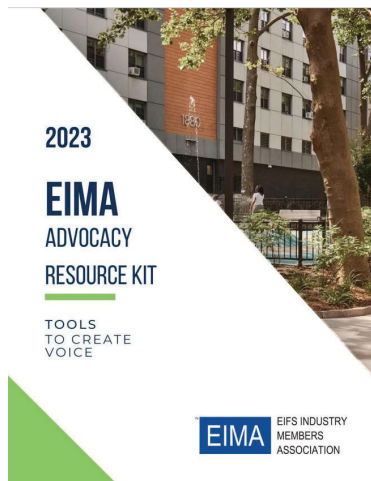
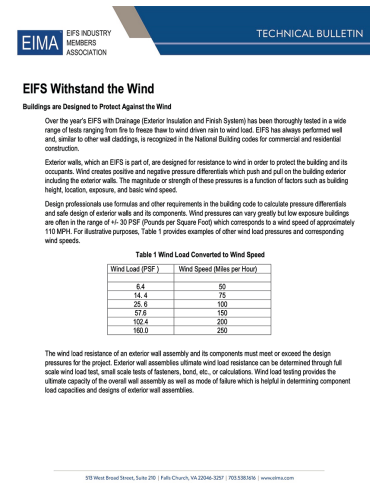


What's Next?

The EIMA Advocacy Working Groups will be launching new initiatives and enhancing existing programs which include:

Advocacy – Technical and Research

- Creation of new EIMA branded technical bulletins and industry-wide design standard
- Industry consensus on the next big thing, including but not limited to energy usage and/or life cycle analysis



Advocacy – Federal, State and Local

- Development of user-friendly tools that position EIFS with Drainage as the modern, climate-friendly, affordable, high-performing cladding solution their communities need

DELIVER

Support of AWCI's "EIFS Doing It Right®" Online Education Programs that Offer National Certification for EIFS Mechanic, EIFS Industry Professional and EIFS Inspector Designations

With contributions of subject matter expertise, imagery, and financial support, EIMA helped AWCI, a national leader in trade specific education programs in the wall and ceiling industry, launch its EIFS Doing It Right® online program in 2019. The robust, 13-17 module course is available in both English and Spanish, and there are almost 1,500 people who currently hold certificates.

EIFS- DOING IT RIGHT®

This online course consists of 15 modules covering a range of topics related to the correct installation and inspection of EIFS. Participants can study and review the course information at their own pace. At the completion of a module, participants will be required to pass an online assessment before moving on to the next module. The online course is available in English and Spanish for EIFS Mechanics and EIFS Industry Professionals.

There are two options for those registering for the Spanish version of the course.

- Complete the English online registration form and choose Spanish as the language
- Complete the Spanish version of the online registration form

Program Overview

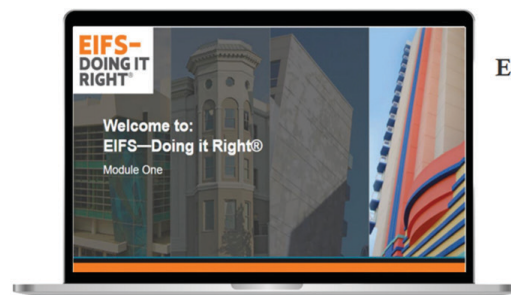
The EIFS—Doing It Right® education program leads to a national certificate in one of three categories:

- [EIFS Mechanic](#)
- [EIFS Industry Professional](#)
- [EIFS Inspector](#)

What's Next?

The EIMA Education and Workforce Development Working Group will be supporting existing EIFS education programs which include:

- The February 2024 Launch of AWCI's EIFS Doing It Right 2.0



EIFS—Doing It Right® 2.0

English & Spanish

February 2024

AWCI ASSOCIATION OF THE
WALL AND CEILING
INDUSTRY

JOIN EIMA

Why Join EIMA?

If your company has a vested interest in a thriving Exterior Insulation and Finish Systems (EIFS) industry, join EIMA! The sole purpose of EIMA is to advance the EIFS industry, and its objectives as stated in the bylaws are:

- The enhancement, improvement and promotion of the exterior insulation and finish systems industry.
- The advancement of the exterior insulation and finish industry systems industry through research and dissemination of technical information.
- The encouragement of the use of exterior insulation and finish systems products and the education of users of such products.
- Engagement in any lawful activities associated therewith or related thereto and in any and all lawful activities in which nonprofit corporations may engage.

Why Do Business Leaders Support Industry Associations?

For over 100 years, trade associations have deployed programs and services that improve common business conditions and interests for members. Because associations act on behalf of an entire industry, programs are more feasible and cost-effective to implement at the industry level rather than by individual members.

Industry associations are typically exempt from Federal income tax. The IRS encourages companies to support their industry associations by allowing members to deduct dues and charges related to trade association meetings/conventions as business expenses. Gale Research lists over 24,000 American membership associations and other non-profit organizations of national and multi-national scope in their Encyclopedia of Associations.

Why is Now a Great Time to Join EIMA?

Given today's energy-conscious political and economic environment, now is an opportune time to join EIMA. After all, Architecture 2030 says that the built environment generates 42% of annual global CO2 emissions. Of those total emissions, building operations are responsible for 27% annually, while building and infrastructure materials and construction (typically referred to as embodied carbon) are responsible for an additional 15% annually.

The US Government has also made addressing climate change a real priority. In June 2022, President Biden invoked the Defense Production Act to accelerate manufacturing of clean energy, and insulation was one of the energy technologies in this action. In August 2022, President Biden signed the Inflation Reduction Act into law, which is the most significant action on climate change and clean energy in the nation's history. As of September 2023, there were over \$145B worth of clean energy, climate mitigation and resilience, agriculture, and conservation-related investment programs in the act.

JOIN EIMA

How Much Does Membership Cost?

EIMA and its Board worked with Marketing General, Inc. to audit the dues structure and make recommendations on a new, equitable dues structure. EIMA's Board of Directors approved the following dues structure in November 2022, and it has been re-approved for 2024.

Member Class	2024 Annual Dues Rate or Range	Notes
EIFS Manufacturer	<ul style="list-style-type: none"> ▪ \$50,000 for sales < \$50M* ▪ \$100,000 for sales <\$50M ▪ \$125,000 for sales \$50M<\$125M ▪ \$150,000 for sales \$125M<\$175M ▪ \$200,000 for sales > \$175M 	*This level of membership is only available to companies whose sales are at \$50M or less. This level does not get an automatic seat on the Board while every other level does.
Associate Manufacturer	<ul style="list-style-type: none"> ▪ \$5,000 for EIFS sales < \$4M ▪ \$10,000 for EIFS sales \$4M<\$6M ▪ \$15,000 for EIFS sales \$6M<\$8M ▪ \$25,000 for EIFS sales \$8M<\$10M ▪ \$50,000 for EIFS sales \$10M<\$20M ▪ \$75,000 for EIFS sales \$20M+ 	Members at the highest dues level gain automatic Board seats.
Distributor	<ul style="list-style-type: none"> ▪ \$1,000 for first location that sells EIFS products; \$250 for each subsequent location that sells EIFS 	Members that pay \$25,000 in total dues attain automatic Board seat. Others may be elected.
EIFS Contractor	<ul style="list-style-type: none"> ▪ \$750 	
Affiliate	<ul style="list-style-type: none"> ▪ \$1,000 	



For more information, go to www.eima.com or call 703.538.1616.