

EIFS BRIEFS

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Calendar

- AWCI Industry Executives Conference, Tucson, AZ: Sept. 28– Oct. 2
- ASTM Moisture Symposium, San Antonio, TX: Oct. 10-11
- EIMA Technical Committee, San Antonio, TX: Oct. 11-12
- ICC Hearings on Energy Conservation Code, Charlotte, NC: Oct.25-31

EIMA ACTIVE ON INTERNATIONAL GREEN CONSTRUCTION CODE

EIMA has defeated a proposed code change proposal that would have, if accepted, banned the use of EIFS in hurricane prone regions of the U.S. and would have precluded the use of EIFS where a fire separation was 5 feet or less. The EIMA victory occurred during the code hearings of the International Green Construction Code (IGCC), held August 14-22 in Chicago. This code change was offered by the Portland Cement Association. The IGCC committee's vote to disapprove this code change was unanimous.

EIMA comments, developed by EIMA's Technical Committee and presented by EIMA executive director, Dave Johnston, focused on how erroneous the justifications were for the proposed code changes: EIFS can meet the durability requirements of codes in hurricane prone areas including Miami/Dade, and the manufacturing members of EIMA have conducted tests that demonstrate that



Representatives from various industries line up to comment on the many code change that were proposed to the draft IGCC.

EIFS can meet the requirements for flaming spread to permit its use in fire separations 5 feet or less. While presenting these points, EIMA noted that a study conducted by the National Institute of Standards and Technology for one of the EIMA manufacturing members showed that EIFS was greener than other

wall claddings in five key categories.

Also, during the hearings, 3 code changes, offered by the EPA to prohibit use construction materials that contained carcinogens, persistent bioaccumulative and toxic (PBT) compounds, and reproductive toxicants, were disapproved.

2ND QUARTER EIFS INDUSTRY STATISTICS SHOW STATE OF CONSTRUCTION MARKETS

It is estimated that EIMA manufacturers had a total net sales of \$44,297,166 for the 2nd quarter of 2010. This figure falls slightly from the 2nd quarter of 2009 when total net sales were approximated at \$54,201,160. However, the 2nd quarter, 2010 num-

bers show marked improvement from 1st quarter, 2010 sales at \$29,421,689 when the extremely adverse weather was affecting the nation.

These estimates were compiled by examining the EIMA manufacturer member

industry volume of reinforcing mesh, base coat/adhesives dry, base coat/adhesives wet, aggregated finishes and non-aggregated finishes.

Detailed statistics about the 2nd quarter will be distributed to EIMA members in a separate communication.

RESEARCH WITH STEEL FRAMING ALLIANCE CONTINUES

The Steel Framing Alliance (SFA), along with EIMA, is testing 20 different wall assemblies on cold-formed steel stud walls at Oak Ridge National Laboratory. Four of those wall assemblies are



Oak Ridge National Laboratory—Home of DOE's Building Envelope Program

those specified by EIMA with the objective of comparing the energy efficiency of in-cavity insulation to continuous exterior insulation over steel studs. Many of today's wall assemblies that are applied over steel studs haven't been tested since the 1990s when R-11 batt insulation was common. The tests will provide data in order to comply with the increased thermal efficiency requirements in new building codes. The testing includes assemblies of warmwalls (wall assemblies built with insulation on the out-

side) with varying thicknesses of insulation. Some warmwalls won't have cavity wall insulation; others will contain up insulation rated up to R-21. A maximum of 4 inches of exterior expanded foam insulation will be used in the tests, in accordance with code and standards. The analysis is expected to show how much cavity wall insulation is required in various warmwall designs. There is speculation that insulation may not be needed in the wall cavity to comply with codes since with continuous (exterior) insulation there is no thermal bridging. Completion is expected in October.

According to NIST, EIFS is twice as energy efficient and five times more green than the next best exterior wall claddings.

PAST EIMA NEWSLETTERS NOW AVAILABLE ON EIMA'S WEBSITE

EIMA is now placing its past issues of *EIFS Briefs* on its website: www.eima.com. EIMA members, and others for the time being, can now look up valuable information and EIFS industry news that is contained in the past issues.

Part of the reason for this move is to provide additional value to EIMA members and

other stakeholders in the EIFS industry. Another reason is that EIMA has engaged a new firm to host its website. The firm is BuildingOnline, the same firm that hosts the website of the Association of the Wall and Ceiling Industry (AWCI).

As part of the change in website hosts, enhancements

will start to be made to the EIMA website. These changes will include a revised and updated roster of EIMA members, sample advertisements from EIMA's manufacturer and associate members, and a gallery of EIFS clad projects for the reference of prospective EIFS clad building owners.

EIMA PITCHES EIFS TO CONGRESS

EIMA staff is calling on key Congressional offices to inform influential members and their staff of the many advantages of EIFS. During these visits, the members are encouraged to promote an EIFS retrofit research program that would be a joint public-private partnership between EIMA and the Department of Energy.

The proposed research program would monitor exist-

ing buildings that now do not have EIFS on them and would monitor some existing buildings that were similar to the non-EIFS clad buildings to demonstrate the advantages of retrofitting with EIFS.

The print media has been

reporting that DOE stimulus funds are going unspent. During future visits, EIMA will ask if these funds could be a possible source of funding for the retrofit research.



The Capitol
Washington, D.C.

BRENT ALLEN BECOMES AWCI PRESIDENT IN 2010/2011

C. Brent Allen, vice president of Compass Construction in Dublin, Ohio, is president of the Association of the Wall and Ceiling Industry effective July 1, 2010. His term will end June 30, 2011.

As president of the national trade association that represents more than 2,000 contractors, suppliers, dealers and manufacturers in the wall and ceiling industry, Allen will travel the country throughout the year to visit individual AWCI member companies as well as attend AWCI chapter events, gauging the pulse of the industry.

On becoming the association's president, Allen said in

a July 2010 interview with AWCI's *Construction Dimensions* magazine that experience has shown him that "education and knowledge are the keys to success," so he will be encouraging the members he meets to stay ahead of the game with education and training so that their companies will be better positioned when the construction economy turns around.

"My mission is to make AWCI's expertise available to the membership and to meet any demand in terms of volume that may place on us,"



AWCI President Brent Allen, right, with EIMA President Buck Buchanan

Allen said. "We will help our members navigate this downturn by effective education."

Allen attended the EIFS Industry Reception during EIMA's 2010 Annual Meeting.

SAVE THE DATE: EIMA ANNUAL MEETING APRIL 4-6, 2011 IN LAS VEGAS

The 2011 EIMA Annual Meeting will be held in Las Vegas, Nevada on April 4-6, 2011 at The Paris Hotel. The annual meeting, again in 2011, is held in conjunction with the AWCI convention and the INTEX Expo. All of EIMA's committees will meet during this time including the Advocacy and Industry Relations Com-

mittee, the Communications and Education Committee, the Technical and Research Committee, and the new Membership Committee. The General Session, which is the only EIMA meeting to be held at Bally's Hotel just next door to The Paris, will again feature subject experts speaking on current topics of importance

to the EIFS industry, including an interactive session on the Phase III ORNL/EIMA Study, and a recap of the EIMA research accomplished with the Steel Framing Alliance. The gala EIFS Industry Reception will be held on April 4 at The Paris, and the 2011 meeting will see the restoration of the EIMA annual golf tournament.

One of the best ways to gain the most out of your association membership is to become active on one of its four committees. Contact the EIMA office to join.

2010 GREEN BUILDING LEADERSHIP AWARD

The U.S. Green Building Council 2010 Leadership Award will be presented to a private and public-sector company that takes part in the green building movement. The results of the Exterior Wall Cladding Performance Study conducted by Oak Ridge National Laboratory and the Department of Energy confirm that EIFS are energy efficient and can outperform brick, stucco and cementitious fiberboard

siding in certain climates. EIFS are a cost-effective, green building system that should be recognized throughout the construction industry, so think about nominating your



company for the award. Nominations are being accepted now through Monday, September 20 at 5 p.m. For more information, please visit the U.S. Green Building

Council website at <http://www.usgbc.org/>

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Take a look at EIFS, now.



About EIMA

The EIFS Industry Members Association (EIMA) is a national non-profit technical trade association comprised of leading manufacturers, suppliers, distributors and applicators involved in the exterior insulation and finish systems (EIFS) industry. EIMA is the recognized authoritative source for information about exterior insulation and finish systems (EIFS) and provides industry representation for its members.

For information on joining EIMA, please contact Dave Johnston at (703) 538-1616,

WELCOME NEW EIMA MEMBERS

EIMA extends a most cordial welcome to its new members joining since July 1, 2010.

Henry Products, Inc.
Mark Norgaard
Phoenix, Arizona

L.K.L. Associates, Inc.
Adam Moffat/Ryan Norris
West Jordan, Utah

Wekando Construction, Inc.
Richard Huntley
Rio Piedras, Puerto Rico

T. J. Wies Contracting, Inc.
Timothy J. Wies
Lake St. Louis, Missouri

AWCI URGES EIFS CONTRACTORS TO BECOME EIFSMART

In 1998, the Association of the Wall and Ceiling Industry launched the AWCI EIFS—Doing It Right® certification program. Today more than 3,000 individuals have a Certified EIFS Mechanic (CEM), Certified EIFS Professional (CEP) or Certified EIFS Inspector (CEI) certification.

In 2002 AWCI began awarding contractors with the EIFSmart Contractor seal, and today 115 contractors proudly display this seal. By 2011, AWCI's goal is to double the number of EIFSmart Contractors around the nation.

The EIFSmart Contractor seal conveys credibility among contractors and others in the industry and gives your company a competitive edge when bidding EIFS projects.



The EIFSmart Certificate of Distinction

This is what earning the EIFSmart Contractor seal says about a company:

- It is dedicated to quality EIFS installations.
- It adheres to a Code of Ethics.
- It employs personnel trained and tested by the AWCI EIFS—Doing It

Right® certification program. These are the benefits enjoyed by EIFSmart Contractors: Identification to owners, architects and other trade factors as a quality company with a listing on the EIFSmart Contractor National Registry. Eligibility to bid projects specifying EIFSmart Contractors. Eligibility for manufacturer extended warranties and incentives.

Consideration for reduced EIFS liability insurance rates. Apply now. Add your company to the list of contractors participating in the nationally recognized EIFSmart Contractor program. Download the application from awci.org or contact AWCI's Linda Gentry at (703) 538-1613.