

# EIFS BRIEFS

**INSIDE THIS ISSUE:**

<i>FM Global Report</i>	<b>2</b>
<i>Social Media Launch</i>	<b>2</b>
<i>EIMA Joins NVBLA</i>	<b>3</b>
<i>BEST3 in Atlanta</i>	<b>3</b>
<i>From the Hill</i>	<b>3</b>
<i>Sponsors of the Annual Meeting</i>	<b>4</b>

**Calendar**

- ICC Code Hearings  
Dallas, TX  
April 29-May 5
- NAR Legislative Conference & Trade Show  
Washington DC  
May 16-17
- ASHRAE Convention  
San Antonio, TX  
June 23-28

## EIMA SHOWS PROGRESS AND SUCCESS IN CHARLOTTE

A “Pit Stop”, a “Checkered Flag”, and a “Winner’s Circle”: No, it wasn’t the Daytona 500, it was the EIMA Annual Meeting that just wrapped up with more updates on progress being made! The week was full of memories, shared with friends and colleagues in the industry.

The 2012 EIMA Annual Meeting was held in Charlotte, North Carolina and included the Board of Directors meeting along with multiple com-

mittee meetings. In addition to those meetings there was the “Pit Stop” cocktail reception, sponsored by STO Corp, BASF, Boral and Quikrete, where drinks were poured, pictures with some “stand-ins” were taken, and a little Wii racecar driving was played.

We then dusted off those clubs and shook off our shoes because Vela Insurance Services sponsored this year’s

“Winner’s Circle” golf tournament. You don’t have to know how to putt just remember to say “FORE!” if you don’t have the best aim. A golf tournament wouldn’t be complete without the 19th hole “Checkered Flag” reception and awards presentation and some frosty beverages along the way, all of which were Parex USA sponsored. In the end Mike Murphy of Dryvit, took home a couple new plaques for his office walls.



It’s an exciting time to be a part of EIMA, so don’t miss the opportunity to be part of the race. Things are moving fast but there is still time to join.

A special edition EIFS Briefs is due out soon with a complete recap of the Annual Meeting!

## EIMA TO PARTICIPATE IN CRITICAL ICC CODE HEARINGS IN DALLAS, TEXAS

The International Code Council’s Code Development Hearings will be held in Dallas on April 29–May 8 with attention directed to more than 3,000 code change proposals. These hearings are the first step in the process where the proposals are first sorted by

content and then aired to an ICC committee with responsibility for that subject area. Judgment is then passed on them. Later, the committee’s recommendations are considered by the full ICC assembly comprised of code officials and fire service personnel

from around the nation. Many code proposals affect EIFS and its substrates, and EIMA will have representatives there protecting EIFS interests. One onerous proposal will reduce the fire testing required for a competing system. EIMA will oppose it.

## UPDATE ON FM GLOBAL MEETING

On March 20th, EIMA met with representatives from FM Global (FM) in Norwood, Massachusetts. The purpose of the meeting was to inform FM that there were several inaccuracies in its publication "Understanding the Hazards". As a lead in to the discussions, EIMA provided FM with information about EIFS industry developments. FM was surprised to hear about the extent to which the ASHRAE 90.1 Special Standing Project Committee was going to save energy, particularly in the building envelope. There appeared to be mutual interests between FM and EIMA after the exchange of this information. This mutual interest was the performance of the exterior envelope in durability and for fire resistance while providing thermal efficiency.

Discussion then turned to FM requirements for EIFS. FM Representatives reported that FM Standard 4880, for fire resistance performance, started to apply to EIFS in 2003 and is an ANSI accredited standard. They added that FM 4881, the FM standard for natural disasters and



extreme weather, does not currently apply to EIFS, but if EIFS are going to be listed again by FM, it was proposed that EIFS be tested to FM 4881. This proposal would have to be agreed upon with FM approvals. Discussions turned to how EIFS performs in extreme wind-driven rain, requirements for which are contained in AAMA 520-09. EIMA responded by stating that EIFS have been tested for wind-driven rain and have passed these tests, although not the AAMA 520-09 test, per se. They stated that FM Standard 4881 does not contain this test now, but it will when it is revised next. There is also a desire to change this standard to require construction inspection and this requirement to resist wind-driven rain. The requirement for wind-driven rain will not be required in all geographic areas, just the ones that are more prone for it.

EIMA pointed out that it advocates the adoption of im-

proved building codes that will improve the performance of buildings in extreme weather. EIMA also pointed out that many jurisdictions do not want to adopt codes that will improve buildings durability since it increases the cost of construction. Buildings failures during these events are not the systems' fault but that of inadequate codes.

After an EIMA request, representatives from FM stated that they would be amenable to considering the listing of EIFS again. They did state that each system would have to go through the 'corner test' if the decision was made to list EIFS. EIMA agreed to place this request in writing and to direct it to the person at FM who had authority to make this decision or to elevate it to the next level. EIMA then presented its comments on the FM publication 'Understanding the Hazard', and FM agreed that it would include most, but not all, of them.

## EIMA LAUNCHES SOCIAL MEDIA PACKAGE

As you know from the previous EIFS Briefs, EIMA has been working on fine tuning a social media package to better inform the industry and all interested parties in the activities and successes involving EIMA and EIFS.

The Facebook, Twitter, and LinkedIn accounts all went live recently, with the EIMA blog soon to follow. The launch of these pages and sites allow EIMA to grow with a "many voices, common message" theme as it will add several new arms to the

larger network being created. The addition of these sites will also help to increase the name recognition of EIFS on the web, for those individuals who are looking for more information



about the industry and association. As EIMA continues to work with local governments on zoning regulations, these sites will be helpful in providing constant up to date information to them as they continue learning

about the benefits EIFS offers.

During the EIMA Annual Meeting in Charlotte, updates and information were on both Facebook and Twitter. Many "liked" and "followed" EIMA throughout the meeting. If you are unable to attend in the future, this will be your way into some of the action that takes place.



# EIMA JOINS NVBIA THE LOCAL CHAPTER OF NAHB

EIMA recently became a member of the Northern Virginia Building Industry Association (NVBIA), a local chapter of the National Association of Home Builders (NAHB). The NAHB is a trade association that helps promote the policies that make housing a national priority.

“An affiliation with the home builders is very exciting for us, as we view this as a way to



not only help the builders but also current and future homeowners” said David Johnston, executive director for EIMA. “We share many similar interests; including our shared desire to make homes more durable and energy efficient, which obviously benefits homeowners upfront and in the long run.”

By getting involved with NVBIA, EIMA will have an open door to a variety of events and opportunities to better engage



the home builders on a range of issues, including providing them with updated information on the developments of EIFS.

EIMA representatives will serve on both the Green Building and Legislative Committee, as part of their membership.

## BEST3 CONFERENCE IN ATLANTA

EIMA had representatives in Atlanta from April 2nd through April 4th for the National Institute of Building Sciences (NIBS) Best3 Conference.

BASF Wall Systems participated in one of the sessions and gave a presentation on the “Eco-Efficiency Analysis of Wall Cladding Systems” and showed the many benefits of

EIFS over brick and stucco. During the final discussion session Jan Kosny of Fraunhofer USA, gave some highlights as he saw them of the research done in the last 10 years with U.S. building envelopes, pointing out EIFS as a positive. He referenced both the amount of tests and studies the system has been gone through as well as the im-

provements the industry has made to the system. Kansas City has been selected as the Best4 location scheduled for 2015.

Thank you to the several EIMA members who participated in the week’s festivities, including STO Corp for sponsoring the dinner at the High Museum with Chris Mathis as the guest speaker.



## FROM THE HILL

While continuing its efforts in Washington, DC, EIMA has been actively participating in several discussions with other associations and interested parties.

Once again, EIMA participated with others and ASHRAE at the High Performance Build-

ing Energy Efficiency Roundtable where several EIMA updates were given including the launch of the social media plan and Annual Meeting update.

On March 14, the Alliance to Save Energy put on a presentation about the energy upgrades being done in many US Embassies in Europe. Most of the improvements are centered around internal and water upgrades. EIMA will however, be reaching out to

the representatives involved to see if there is an avenue to pursue discussions about upgrades involving EIFS.

Finally on March 22, EIMA attended the High Performance Building Congressional Caucus Coalition’s Beyond Green: High Performance Projects, Programs, Products award ceremony. Awards were handed out to projects, programs, and products in Michigan, Maine, Seattle, California, and Philadelphia.

EIFS Industry Members Association, Inc.

Business Address:  
Suite 210  
513 West Broad Street  
Falls Church, Virginia 22046-3257

Phone: 703-538-1616  
Fax: 703-538-1736  
E-mail: ljoseph@eima.com

**WWW.EIMA.COM  
SAME ADDRESS  
COMPLETELY  
REMODELED!**

*Take a look at EIFS now.*

**EIMA** EIFS INDUSTRY  
MEMBERS  
ASSOCIATION

# THANKS TO THE ANNUAL MEETING SPONSORS



An **RPM** Company

**PAREX**USA



Reliability • Accountability • Credibility

