

EIFS BRIEFS

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Calendar

NIBS Conference & Expo
January 7-11, 2013
Washington, DC

International Builders' Show
January 22-24, 2013
Las Vegas, NV

ASHRAE Winter Conference
January 25-30, 2013
Dallas, TX

EIMA Annual Meeting
March 19-20, 2013
San Antonio, TX

COMMUNICATIONS COMMITTEE MEETS IN DC, SETTING GOALS FOR MARKET STUDY

Members of the Communications and Education Committee met on December 12th to set priorities for the upcoming year, and a field map on how to achieve them. The meeting was led by incoming chairman, Tony Stall, and also included Michelle Leader, Gary Reach, Peter Daechsel, Jamie Makuuchi, Greg Bergtold, EIMA staff, and the EIMA board of director's President, Peter Balint. The meeting started with an update from Peter Balint on board activities, which was followed by an advocacy update from Greg Bergtold on industry issues in which Dow has been involved.

The direction of the meeting then shifted to priorities and a third party market study on the EIFS industry. The soon-to-be-finalized Phase III of the

Oak Ridge National Laboratory study on thermal and moisture control, of exterior walls, was discussed in depth with plans for the best avenues of publicity. A release date of the study's results is expected in the first quarter of 2013. Over the last months the committee has also been discussing a third party market study, after receiving similar direction from the Board of Directors, to find avenues to increase the use of EIFS in the market place. Sign off was given on a study that will look at the different markets for EIFS which will then help in targeting consumers with a variety of specific messages. The proposal for the market study is now being reviewed by firms in the private sector, with expectations of taking the second step in the first

couple of months of 2013. The next meeting will be scheduled for February of 2013 with continuing discussion and actions being taken on the items from this past meeting.



Pictured above: Tony Stall, Dryvit Systems

EIMA PRESIDENT WELCOMES IN NEW BOARD OF DIRECTORS

Peter Balint and EIMA have welcomed in the 2012-2014 board of directors. As previously announced, Peter Balint, of Dryvit Systems, Inc. is replacing Buck Buchanan, of ParexUSA, as board of director's president. Mr. Buchanan will move to the position of immediate former president. In addition to that move, Bill Egan, of BASF Wall Systems, will take over as Vice President/Treasurer previously serving as Secre-

tary. Rob Bottema, of STO Corp, was newly appointed to the board filling the seat previously held by David Boivin, and will hold the office of Secretary. William Wagner, of Dow Construction Chemicals,



will take the Board seat previously held by Colin Gouveia which is reserved for Associate Members; while Dave Neff, of Manning Materials, was reappointed to his director position reserved for distributors. A newly created position of non-voting distributor director will be held by Wes Hotchkiss, of L&W Supply. The board of director's will continue to help guide the progress of the EIFS Industry and EIMA's committees.



EIFS INDUSTRY
MEMBERS
ASSOCIATION

EIMA ATTENDS PIMA ANNUAL RECEPTION HONORING DESJARLAIS

On November 28th, PIMA awarded Andre Desjarlais of Oak Ridge National Laboratory for his lifetime of work and the results he has and will continue to achieve. As part of the Polyisocyanurate Insulation Manufacturers Association's 25th anniversary celebration, Congressman Chris Van Hollen was in attendance to praise both the work of the Oak Ridge National Laboratory but also Andre, himself.

Desjarlais has been an instrumental piece to the puzzle surrounding the research on moisture and thermal control of EIFS and other exterior wall claddings over the past several years. EIMA representatives were also able to discuss several issues with representatives from the Department of Energy and the International Code Council, among others, while attending the event.



EIMA REQUESTS ICC STAFF INTERPRETATION ON BARRIER EIFS

EIMA has requested a staff interpretation from the International Code Council on whether 'barrier' EIFS is limited to concrete/masonry substrates. When the EIFS section was adopted into the 2009 edition of the International Residential Code (IRC) at the request of the EIMA, EIMA had the understanding that the provision in Section 7 of the IRC would be consistent with EIFS manufacturer Evaluation Reports in that the use of EIFS (also known as 'barrier' EIFS) would be limited to a substrate of concrete/masonry.

In examining Section R 703.9 of the 2009 and 2012 editions of the IRC, the language is not completely clear that the use of EIFS (barrier) is limited to concrete/masonry. Further, Section R703.1.1, Exception 2, allows an 'opt out' for the need for a water-resistive barrier by doing an E 331 test, which could result in use of EIFS (barrier) on residential framed/sheathed construction. As EIMA thought that the code language was to be consistent with the Evaluation

Reports of its manufacturing members, EIMA expressed the belief that the code should preclude use of EIFS (barrier) on residential framed/sheathed construction. It was EIMA's intent that EIFS with Drainage shall be required on framed walls with sheathing when designing in accordance with the IRC.

In its response back to EIMA, ICC has said that EIMA's understanding is correct.

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EIMA SHOWS AT DBIA IN NEW ORLEANS



The 2012 Design Building Institute of America Annual Conference and Show was held in New Orleans at the beginning of November. EIMA along with EIMA members Dryvit Systems, Inc. and Wind-Lock were in attendance to talk to attendees as they visited the several display booths. EIMA provided information on design flexibility, durability, updated finishes, energy efficiency, insurance, and certification programs to the several people stopping by the booth. The presence of EIMA proved to be beneficial as staff was able to help several individuals with some ongoing projects, in addition to assisting a couple with insurance coverage for EIFS.

ADVOCACY UPDATE: MAGNOLIA PUSHES MASONRY ORDINANCE, EIFS INDUSTRY STANDS TOGETHER IN OPPOSITION

EIMA representatives were recently made aware of a proposal in the City of Magnolia, Texas to restrict the use of exterior claddings, favoring masonry products. Acting alongside Eddie McCormick, executive director of the South Central Wall, Ceiling, and Plastering Association, EIMA supplied documents on fire testing, moisture control, energy efficiency, as well as durability videos and photos



of the wide-range of finishes EIFS can offer. McCormick led the way at finding speakers for a public hearing in addition to giving written testimony to the City Council of Magnolia before their hearing on the proposal.

Both Lynn DeGeorge and Glenn Hanson (Sto Corp) were able to attend the meeting and testified about fire ratings as well as providing updated information that seemingly raised some eyebrows of council members over the proposal they were about to adopt. During their testimonies they also brought the 2013 requirements on continuous insulation to the council's attention, and the benefits that EIFS will provide to

this new requirement. Thanks to the testimonies and quick actions to organize the situation, the council's decision has been tabled until next month. Eddie McCormick, as well as representatives from EIMA and Sto Corp, will continue working on the issue with the City of Magnolia's Planning Commission.

Other reports have surfaced in the past about masonry ordinances in the State of Texas. This specific case was the first time EIMA had been made aware of one prior to it being adopted. If you are aware of any ordinance similar to this one, please contact EIMA immediately.

WRAPPED WITH EIFS, FEDERAL BUILDING ACHIEVES NEARLY 44% ENERGY REDUCTIONS

The U.S. Department of Energy's 2012 Better Building Federal Award Program is complete and the Department of the Army's Boatwright Maintenance Park Building 2770 in Fort Knox, KY has achieved 12 month energy reductions of 43.8%. The energy reductions are due to

the retrofit that included the addition of EIFS and a spray foam roof. Previous reports of the building stated that the Boatwright Maintenance Park Building was one of the worst performing in terms of energy on the base. These energy reduction numbers continue to make the case that the

continuous insulation EIFS offers will outperform all other exterior wall claddings in energy efficiency. Previous information about the Federal Awards Program was written in a July 26th EIMA blog post.

*Have you read
EIMA's Blog?*

www.eima.com/blog

CALL FOR NOMINATIONS FOR MIKE SWEENEY AWARD

Last year, EIMA started the Mike Sweeney Press Award and will be continuing it again this year. The award has been designed to recognize an author and their story that shows the advantages of using EIFS as an exterior cladding system. Last year had nominations ranging from

advocacy articles, to energy efficient and cost reductions, to continuous insulation benefits. Anyone can submit a nomination for the award; forms are available at eima.com/blog. Nominations should be received by January 31st for consideration.



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HANLEY WOOD GIVES “OUTLOOK ON THE 2013 HOUSING MARKET”



On November 27, Hanley Wood publishers convened a conference for the release its “Outlook on the 2013 Housing Market” to which EIMA representatives were invited. The presentation was made by Jonathan Smoke, Executive Director of Hanley Wood Market Intelligence. Mr. Smoke is a national expert on tracking and analyzing real estate mar-

ket conditions across the country. His presentation covered much research that he has conducted on the housing market. He noted that currently existing home sales are back to normal, and that new home starts and foreclosures are within range of being ‘back to normal.’ At present, the supply of new and existing homes is below

normal. The fact that no state in the U.S. has employment declines forecasted in 2012 bodes well for the forecast that housing starts will increase by 23 percent in 2013. Not surprising, it is expected that the best area for remodeling work will be in the Northeast U.S. in 2013, given the age of the housing stock in this area.

SAFECO INSURANCE PROVIDES EIFS RESIDENTIAL COVERAGE

EIMA was recently contacted by a homeowner who reported that Safeco Insurance Company was no longer providing coverage for EIFS clad homes. The homeowner was previously covered by Safeco but the homeowner dropped its coverage as the homeowner found coverage for a lower cost. The homeowner then attempted to return to Safeco

but was denied. EIMA contacted Safeco about the situation, and Safeco made it very clear that it does cover EIFS clad homes. The reason for the homeowner’s tentative denial was because the home was within a few miles of the ocean where all homes were being scrutinized, not just EIFS homes. Safeco Insurance is a member of Liberty

Mutual Group and offers personal lines insurance (including auto, home, motorcycle, recreational vehicle, watercraft and more) through independent agents.

Safeco Insurance[™]
A Liberty Mutual Company

SAVE THE DATES!

EIMA ANNUAL MEETING
MARCH 19-20, 2013
SAN ANTONIO, TX

