

# EIFS BRIEFS

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## Calendar

**Northwest Wall and Ceiling Bureau Annual Convention**  
April 16-18, 2015  
Rancho Mirage, CA

**AWCI Convention+ Intex Expo**  
April 26-30, 2015  
Long Beach, CA

**EIMA Annual Meeting**  
April 27-28, 2015  
Long Beach, CA

**ICC Code Hearings**  
April 19-30, 2015  
Memphis, TN

## EIMA SHOWS AND SPONSORS 'INSPECTION WORLD' CONFERENCE



EIMA displayed its exhibit booth and shared in sponsorship of the 'Inspection World' Conference, which was held in Philadelphia, Pennsylvania on January 6<sup>th</sup>-9<sup>th</sup>. 'Inspection World' is the annual meeting and trade show of the American Society of Home Inspectors (ASHI), which was attended by over 1000 home inspectors and allied professionals.

ASHI was founded in 1976 and is the oldest professional society of home inspectors in North America. ASHI's goals are to build customer awareness of the importance of a quality home inspection and enhance the professionalism of home inspectors. Last year,

EIMA determined that exposure to home inspectors was key to demonstrate the advancements in EIFS to this segment of the real estate industry and to learn what concerns home inspectors may currently have with EIFS.

During the 3 days of exhibiting, home inspectors asked questions about certification requirements for EIFS inspectors, where they could find certified EIFS inspectors and educational classes on EIFS as well as general information regarding EIFS. There were many inspectors who were unfamiliar with EIFS with Drainage and with EIFS in general. EIMA's exhibit provided answers to the questions that they had.

In addition to exhibiting, EIMA was invited to participate in the annual business meeting and awards ceremony, as well as an allied associations meeting where some of the current challenges and goals of ASHI were addressed. As a sponsor of the event, EIMA was able to promote EIFS to all registrants through having an informational flyer on EIFS be included in the registration packet. This flyer was also prominently placed at the registration desk. EIMA will explore future partnerships with this organization, especially those that might result in home inspectors gaining further education and expertise with EIFS.

## CALL FOR ENTRIES— MIKE SWEENEY PRESS AWARD

Has there been an EIFS article that stood out in your mind this past year? If so, why not recommend it for a prize?

The Mike Sweeney Press Award has been designed to recognize an author and their story that highlights the many benefits of EIFS. Now in its 4th year, the award continues

to gain popularity with a growing number of nominations. Past submission topics have cited benefits of durability, energy efficiency, aesthetics, and continuous insulation.

Submitting an article is easy. If you think you've read a noteworthy article that's worth sharing with the rest of

the industry, send it to Scott Robinson at [Srobinson@eima.com](mailto:Srobinson@eima.com) by March 20th.

The winner will be announced at the 2015 EIMA Annual Meeting in Long Beach, California.

## COMMUNICATIONS AND EDUCATION COMMITTEE MEETS IN PHILADELPHIA, PA

Members of the Communications and Education Committee recently met at the Dow offices in Philadelphia, PA to discuss the outline of an EIMA marketing and communication plan. Gary Reach, the newly-appointed committee chairman, led the discussion that involved how to effectively use the findings from the Grail Research study finalized last year.

During the meeting, the committee identified several of

the best tactical methods for pushing the results of this decision-making study to identified targeted influencers. As was previously reported, the result of the study confirms misconceptions around the durability and aesthetics of EIFS. The committee agreed on several ideas to address these myths with the key influencers of the building and design industry. The committee will brief the EIMA Board of Directors on the proposed approach, and

then finalize the next steps of a campaign to show the widespread benefits of EIFS today.

During the day long meeting, the committee members also reviewed the selection process of the Mike Sweeney Press Award and the Associate Member of the Year Award. The recipients of both awards are announced during the EIMA Annual Meeting.

## PAREXUSA INVITES EIMA TO SPEAK

ParexUSA, a leading EIFS manufacturer and EIMA member, recently invited Scott Robinson, EIMA's manager of public affairs, to provide attendees at their yearly distributor meeting in Indian Wells, California with an informational report on EIMA activities.

EIMA's distributor membership has drastically increased over the last year, thanks in large part to a push from the

four EIMA manufacturer members. With membership increases across the board, the association is continuing to show added benefits of EIMA membership including the Quarterly Project Award, Associate Members Dinner, and the Members Only Report.

While addressing a packed room of ParexUSA distributors, Scott Robinson highlighted the many accomplishments the association has

been involved with over the last several years. These include victories at code hearings, membership increases, website traffic, participation in local/state/federal activities, and the yearly EIMA Annual Meeting. Additionally, he discussed ways new members can immediately make a difference within EIMA to better the EIFS industry.

## KASIK TAPS COMMITTEE CHAIRS

EIMA President Bill Kasik of BASF Corporation—Wall Systems is pleased to announce EIMA committee chairs for 2015-2016. Chairs were selected by Kasik, with suggestions from the board of directors. These individuals are active members of the association and are tasked with helping to guide their committee over the next 2 years. The committee chairs are as follows:



*Technical and Research Committee:* Bill Egan, BASF-Wall Systems  
*Communications and Education Committee:* Gary Reach, Dow Construction Chemicals  
*Advocacy and Industry Relations Committee:* Buck Buchanan, Parex USA

## FM GLOBAL RESPONDS TO EIMA REQUEST FOR RELISTING EIFS

During a meeting last September between representatives of FM Global and EIMA at FM's offices in Norwood, Massachusetts, FM suggested that EIMA write to FM's new vice president for approving new underwriting risks, Mr. Paris Stavrianidis, to request if FM would permit EIMA manufacturing members to test in accordance with FM Approval Standard 4881 for Class 1 Exterior Wall Systems. This standard evaluates a system for its durability to natural hazards as well as fire and qualifies a risk to be

listed in the FM Approvals Guide. A business decision was made by FM in October 2005 to remove EIFS from its Approval Guide. In his response to EIMA, Mr. Stavrianidis said that "Unfortunately, we have determined not change our position with respect to testing of EIFS..." No other explanation was offered.

EIMA noted in its letter that EIMA manufacturing members frequently receive requests for applying their systems on FM Global insured properties,

and the current situation makes it difficult to address the concerns of FM Global and its insured clients. On this point, Mr. Stavrianidis noted that "FM Approvals recognize that EIMA members often work with FM Global clients and with FM engineers in the installation of EIFS. Those relationships will certainly continue in the best interests of those mutual customers." EIMA is requesting a meeting with Mr. Stavrianidis to address this matter further.

## ATLAS LAUNCHES EIFS INSURANCE FOR CONTRACTORS

The availability of EIFS insurance just got a little bit bigger. In early February, Atlas General Insurance Services, LLC announced the launch of its contractors general liability and EIFS program.

What you need to know is the program is open to EIFS con-

tractors as well as general contractors. They have also already begun accepting applications for risks. As their senior vice president, Jill Bay-Weber said, "With the development and addition of this new program, we are pleased to fill a need in the market with a quality product that

understands the contractor's needs and their requirements for coverage."

EIMA remains an advocate for expanded EIFS insurance coverage in the marketplace and was pleased to see this step from Atlas.

## 10 MORE REASONS TO USE EIFS

Steve Pedracine, executive director of the Minnesota Lath and Plaster Bureau, is giving project owners cladding in EIFS and potential users of EIFS, once again, more reasons why EIFS should be the exterior wall cladding of choice. Following up on his seminal article entitled "Ten New Reasons Why EIFS Should Be Your #1 Choice of Cladding", Mr. Pedracine has penned a new article. This new article, appearing in the February 2015

issue of *Walls and Ceilings* magazine, is entitled "10 (More) Reasons Why EIFS Should Be Your #1 Choice." Citing reasons that range from EIFS are impact resistant and sustainable to EIFS can be used with cavity insulation, Mr. Pedracine provides more reinforcement for the purchase decision to go with EIFS.

Mr. Pedracine's first article appeared in the Minnesota Lath and Plaster Bureau's magazine "On the Wall" in 2008.



EXTERIOR / STUCCO/EIFS

### Why EIFS Are Number One

10 (More) Reasons Why EIFS Should Be Your #1 Choice

By Steve Pedracine (26 Comments)

February 2, 2015

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# GYP SUM MANAGEMENT AND SUPPLY JOINS EIMA

EIMA extends a most cordial welcome to GMS and 98 of its branch locations. The membership of EIMA thanks you for the commitment that you have made to support the EIFS industry and to participate in the promotion of the use of EIFS.

## GMS

### Capitol Building Supply, Inc.

Washington, DC  
Baltimore, MD  
Beltsville, MD  
Bladensburg, MD  
Gaithersburg, MD  
Hagerstown, MD  
Upper Marlboro, MD  
Lorton, VA  
Manassas Park, VA  
Marshall, VA  
Springfield, VA  
Vienna, VA  
Winchester, VA

### Capitol Materials

Milton, FL  
Panama City Beach, FL  
Atlanta, GA  
Atlanta, GA  
Bogart, GA  
Columbus, GA  
Duluth, GA  
Gainesville, GA  
Macon, GA  
Marietta, GA  
Palmetto, GA  
Albany, GA

### Capitol Materials of Alabama

Birmingham, AL  
Calera, AL  
Dothan, AL  
Huntsville, AL  
Tuscaloosa, AL

### Capitol Materials of Savannah

Jacksonville, FL  
Brunswick, GA  
Savannah, GA  
Hilton Head, SC  
N. Charleston, SC  
Ridgeland, SC

### Chaparral Materials

Albuquerque, NM  
Farmington, NM  
Las Cruces, NM  
Rio Rancho, NM  
Santa Fe, NM  
El Paso, TX

### Cherokee Building Materials

Ft. Smith, AR  
North Little Rock, AR  
Springdale, AR  
Oklahoma City, OK  
Tulsa, OK

### Colonial Materials

Cary, NC  
Charlotte, NC  
Fayetteville, NC  
Jacksonville, NC  
Pleasant Garden, NC  
Winston Salem, NC  
Indian Land, SC  
Lancaster, SC  
Wilmington, NC

### Commonwealth Building Materials

Charlottesville, VA  
Harrisonburg, VA  
Lynchburg, VA  
Norfolk, VA  
Richmond, VA  
Roanoke, VA

### Gator Gypsum

Gainesville, FL  
Ocala, FL

### Lonestar Materials

Austin, TX

### Louisiana Acoustical & Drywall Materials

Shreveport, LA

### Missouri Drywall

Hazelwood, MO

### Rocky Top Materials

Knoxville, TN  
Pigeon Forge, TN

### Stalene Building Supply

Selbyville, DE

### Tamarack Materials

Bloomington, MN  
Cedar, MN  
New Richmond, WI  
Duluth, MN  
Rochester, MN  
St. Joseph, MN  
Bismarck, ND  
Fargo, ND  
Minot, ND  
Sioux Falls, SD

### Texarkana Materials

Texarkana, TX

### Tucker Materials

Asheville, NC  
Anderson, SC  
Greenville, SC  
Spartanburg, SC

### Tucker Materials of Columbia

Augusta, GA  
Columbia, SC

### Tucker Materials of

Myrtle Beach  
Conway, SC  
Florence, SC

### Valley Interior Products

Bowling Green, KY  
Lexington, KY  
Louisville, KY  
Nashville, TN

### Wildcat Materials

Columbia, MO  
Joplin, MO  
Linn Creek, MO  
Springfield, MO



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