

# EIFS BRIEFS

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## Calendar

### *Northwest Wall & Ceiling Industries Convention & Trade Show*

May 4-7, 2017  
Coeur d'Alene, ID

### *NFPA Convention*

Boston, MA  
June 4-7, 2017

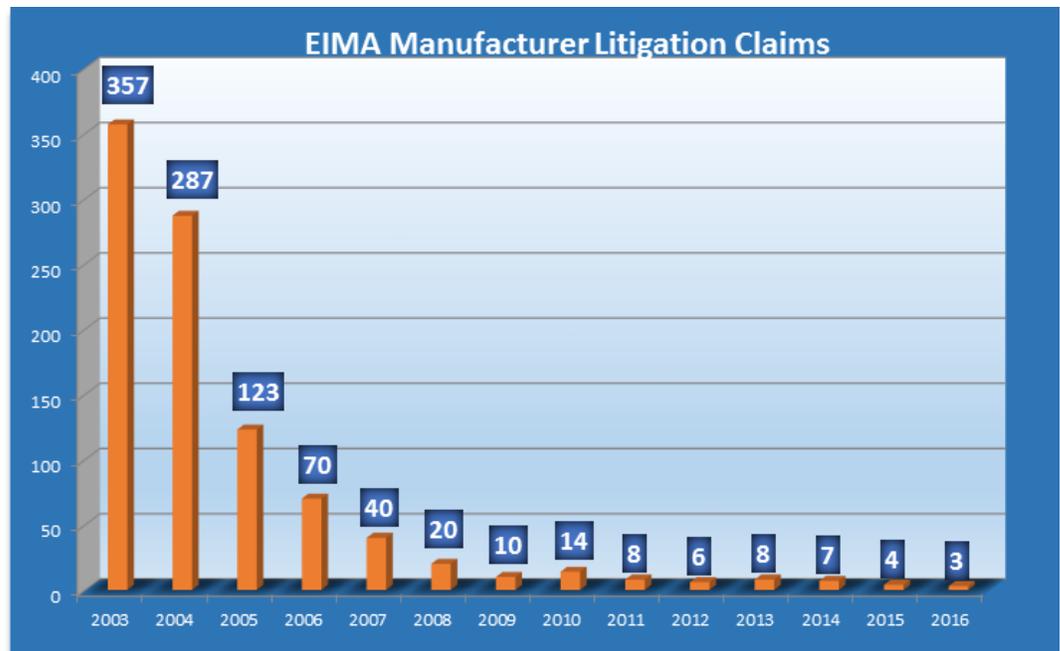
### *Building Owners and Managers Association Convention*

June 24-27, 2017  
Nashville, TN

### *ASHRAE Convention*

June 24-28, 2017  
Long Beach, CA

## GOOD NEWS! UPDATED SURVEY OF EIMA EIFS MANUFACTURERS SHOWS GREATLY REDUCED LITIGATION CLAIMS



The EIFS industry has received some welcome news: the number of litigation claims is going down! In 2011, EIMA conducted its first survey of its EIFS manufacturing members' experience with litigation claims, starting with the year 2003. The survey responses were submitted to an independent accounting firm for compila-

tion, thus providing a truly third party audit of this information. Earlier this year, EIMA EIFS manufacturing members were asked to submit updated information to the same independent accounting firm. The results, shown on the chart, plainly illustrate a clear trend of less and less litigation. EIMA will continue to update this information

from time to time, but the dramatically reduced number of claims, not to mention the very low number of them, is going to make notable the importance of and the interest in this data.

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## ANNOUNCEMENT: 'MESH MATTERS' CAMPAIGN LAUNCHED

With advertisements scheduled for *Construction Dimensions* and *Walls & Ceilings Magazines*, and articles in *Architectural Products* and the EIMA Blog, the Mesh Matters campaign has officially launched.

The importance of this campaign is to promote the need for following manufacturer's instructions and the use of proper products, specifically reinforcing mesh. Because EIFS are proprietary, and the strength of the overall system—like a team—is only as strong as its weakest link. Installers must follow these guidelines to achieve the benefits of the system. If the mesh is improperly installed or the mesh product was not part of the tested system, you could be in for trouble. While alternatives do exist, they represent an inferior option to the system, and one that could be the cause of future issues.

As the campaign continues to evolve, look out for more informational and educational posts, and documents on the topic. A page on the EIMA website has been dedicated to the campaign, under "Initiatives."



## ASTM SUBCOMMITTEE FAILS TO MAKE IT THROUGH NEGATIVE BALLOTS ON ONEROUS WRB STANDARD

EIMA members and staff participated in several ASTM subcommittee meetings on April 3 – 5 in Toronto to consider changes to new and existing standards that are relied upon by or could negatively impact the EIFS industry. EIMA was particularly involved in the ASTM Air Leakage and Ventilation Performance Subcommittee meeting on April 4. This subcommittee is currently considering a Standard Specification for Membrane Forming Fluid Applied Air and Water Resistive Materials that has the potential to negatively impact

the EIFS industry. The proposed standard specification currently requires declared properties for substrate crack bridging and tensile strength and elongation that could be used as a marketing tool by producers of thicker WRBs to the detriment of the WRBs that EIMA EIFS manufacturers produce.

Since there were several negative ballots submitted on the latest version of this standard, the subcommittee was unable to vote on the merits of all the negative ballots in the allotted amount of time.

As a result, the subcommittee is planning to hold a conference call in the near future to address the remaining negative ballots.

The ASTM EIFS Subcommittee also met on April 4 and approved revisions to the Standard Specification for PB Exterior Insulation and Finish Systems (ASTM E2568), and discussed options for incorporating a precision and bias statement into the Test Method for Determining the Drainage Efficiency of EIFS Clad Wall Assemblies (ASTM E2273).

# EIMA EXHIBITS EIFS AT THE AIA SHOW

Three days, a dozen new members, and a lot of interest in EIFS was the story for EIMA at the annual convention of The American Institute of Architects, in Orlando, FL on April 27 - 29.

In 2016, shortly after the launch of the 'EIFS: A hero hidden in plain sight' campaign, the EIMA booth was filled with recent advertisements and images showing the campaign's logo. This year, the booth showcased the green building benefits and cladding comparisons with brick, stucco, and metal.



Durability, design capabilities, appearance, and energy performance were attributes EIMA staff heard continuously through the show. The booth photography left little reason to question the aesthetics of EIFS, and its thermal performance is still showing strength against others.

Over the duration of the show, EIMA staff met with several members of the press and discussed the recent launch and purpose of the 'Mesh Matters' campaign. There is a great deal of excitement coming from the architects about advancements within the EIFS industry.

# ASHRAE 90.1 ENVELOPE SUBCOMMITTEE LOOKS AT AIR LEAKAGE

The Envelope Subcommittee of ASHRAE's 90.1 Standing Standard Project Committee is currently addressing air leakage in the building envelope through the appointment of a task force on the topic. The task force is being led by Keith Nelson of Intertek. The task force is considering the

basis of what makes an acceptable material to control air leakage in a building. At its April 20-22 meeting, the task force considered a list of acceptable materials that would stem air leakage in a building, but due to criticism from some subcommittee members, the task force offered

performance criteria for material instead. With strong opinions on both sides of the matter, the task force decided to provide more details on each concept, which will be addressed in a future conference call.

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## ICC ADVISORY COMMITTEE CONSIDERS CHANGE TO CODE DEVELOPMENT PROCESS

The International Code Council's International Advisory Committee (IAC) met on March 16, 2017 to discuss possible changes to the code development process for future code development cycles. Since there are no code development hearings this year, ICC decided to utilize the off year to solicit

feedback from ICC members and the public on how to improve the code development process with an eye toward making the process more efficient. Overall, the ICC received 97 major recommendations that were considered during the meeting. The topics that were addressed were extensive and covered

everything from which code groups to consider together to methods to improve the web-based system utilized by ICC to solicit code change proposals and vote on the merits of those changes.

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## EIMA CONTRACTORS COMMITTEE SPAWNS BOARD SEAT

During last year's EIMA annual meeting in Orlando, FL, the enthusiastic participation by EIFS applicators during the Contractors Forum was impressive. At the forum and following it, several applicators indicated an interest in becoming more active in EIMA through a committee for contractors. This interest resulted in the formation of an EIMA Contractors' Committee. One result of this

interest was that the EIMA Board, at its February 2017 meeting, agreed that an EIMA Board seat should be established for a contractor member. The Board decided that an election would be held to determine the individual to fill this seat. Based on the interest expressed by individuals at the 2016 Contractors Forum, a list of candidates was drawn up by the Board. The announcement

of the election was made during the Contractors' Committee breakfast during this year's annual meeting. Prospective candidates were invited to add their name to the ballot, and several did with the list then being closed. EIMA members will be asked to make their selection in the not too distant future.

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## EIMA BOARD COMMENCES REVIEW OF STRATEGIC PLAN

During its meeting at the 2017 annual meeting, the EIMA Board decided to initiate a more detailed review of the EIMA strategic plan. The foundation of the

strategic plan was developed in 2009, and although the Board reviews the plan annually with adjustments being made, the Board wants to reduce the number of goals

to make the plan more manageable to better enable the accomplishment of the goals. The review will be achieved in 2017.

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