

EIFS BRIEFS

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Calendar

- ASHRAE Winter Meeting in Orlando, Florida: January 22-27
- EPS Molders Association in Nashville, Tennessee: March 8-10
- AWCI Convention in Denver, Colorado: April 19-24
- EIMA Annual Conference in Denver, Colorado: April 21-22

CLIMATE CHANGE BILLS AWAIT FINAL ACTION BY CONGRESS IN 2010

The decision on what course of action the United States should take on climate change and global warming is now being decided. Pending federal legislation on climate control now in the House (H.R. 2454) and Senate (S.1733) will establish the much-discussed program to cap and trade carbon emissions. H.R. 2454 passed the House on June 26th, and S.1733 was reported out of the Senate Environment Committee on November 5th, readying it for floor action anytime.

Further, the bills will set new and more stringent requirements for energy efficiency in buildings. The proposed new energy efficiency requirements will not be easy to meet. Under the new law, all buildings must reduce energy use by 30 percent comparable to a building designed and constructed using the 'baseline code'. And the law does not stop there. On January 1, 2014, for residential buildings, and January 1,



The United States Capitol in Washington, DC
EIMA's new offices are now just a few miles away.

2015, for commercial buildings, there must be a 50 percent reduction in energy use relative to the 'baseline code'.

The new requirements contained in the bills will be enforced by requiring the model building codes to adopt provisions that will result in the energy savings mandated in

the law. Obviously, the new law will necessitate embracing emerging technologies, developing new technologies, and adopting existing technologies, like EIFS, to meet the proposed new requirements. If the Senate bill is passed, it must be reconciled with the House version in a conference.

PRESIDENT OBAMA PRIORITIZES INCREASED INSULATION USE

President Obama announced on December 15th that he was proposing to include a provision in a second economic stimulus bill that would provide tax incentives for energy-efficient retrofits in homes. The Obama administration believes that in addition

to saving energy, the tax incentives would create demand for insulation and reduce unemployment in the construction trades, currently at 21 percent. The President's announcement signals a new priority on insulating existing homes. Calling insulation

'sexy', the President's intent in making the announcement is to call attention to the need for including incentives for insulating homes in the pending legislation and to raise the public's awareness for saving both money and energy by insulating.

EIMA APPEARS AT TRADE SHOWS

At recent trade shows, EIMA advanced the benefits of EIFS and in using EIMA members for EIFS applications! EIMA member volunteers have attended several trade shows including: the 2009 National



From left, EIMA members Kent Stumpe and Mike O'Neil with ICC VP David Karmol

Weatherization Training Conference held at the convention center in Indianapolis, Indiana, July 20-23, the International Code Council Annual Meeting at Baltimore's convention center on November

1-3, and at EcoBuild in Washington, DC, which was held on December 8-10.

In addition to providing useful EIMA literature on EIFS, the EIMA booth at the ICC and EcoBuild shows had samples of EIFS available for view. These samples provided conference attendees with a hands-on look at EIFS, its energy-

savings design and its very handsome finish coat.

At the ICC Show, EIMA made contact with several of the elected and organizational leadership of ICC including ICC CEO Rick Weiland and COO Dominic Sims, as well as ICC's 2010 President, Ron Lynn of the Las Vegas Building Department.

At the EcoBuild show, EIMA joined with the AWCI 'EIFS - Doing it Right' program in staffing a booth. This joint effort provided information on the benefits of the EIFS system and products and the training program that is available for EIFS applicators.

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

EIMA BOARD MEETS TO CHART FUTURE DIRECTION FOR ASSOCIATION

On October 29th, the EIMA Board met to review current business issues and to conduct a retreat to develop ideas for inclusion in a strategic plan for 2010. One of the actions taken by the Board was to approve funding for research, along with the Steel Framing Alliance and the Oak Ridge National Laboratory

(ORNL), to test continuous insulation as opposed to cavity insulation. It reviewed progress on the restarted Phase III of the landmark Exterior Wall Cladding Performance Study now underway at ORNL.

The Board also approved EIMA participation in the de-

velopment of two ASTM standards: one on the inspection of EIFS and the other will be requirements for shaped foam. Further, the Board agreed that EIMA should assess participation in the ASHRAE standards development process, specifically ASHRAE 90.1, Energy Standard for Buildings.

EIMA EXPLAINS EIFS TO ACE USA

EIMA learned at the end of July that an internal memo, developed by ACE USA engineers, provided an underwriting assessment for projects constructed with EIFS. The memo, which was highly critical of EIFS, generally led to the conclusion that ACE underwriters should avoid providing coverage for EIFS projects if at all possible. ACE USA is a large multi-national insurance company, the suc-

cessor firm to CIGNA. To correct ACE's view, EIMA met with ACE on September 16th at its conference center, just outside Philadelphia where it is based. Meeting with representatives of the ACE property engineering department, who had a

much different view of EIFS following EIMA's extensive presentation, were EIMA codes consultant Jess Beitel, David Ash of Dow and Dave Johnston. Both ACE and EIMA agreed to future contact to improve the insurance industry's view of EIFS.



ACE USA Conference Center in Plymouth Meeting, PA.

ORNL PHASE III STUDY RESTARTS; COMPLETION TO BE IN AUGUST 2010

Following a meeting with representatives of the Oak Ridge National Laboratory (ORNL) last August, Phase III of the landmark study on the Exterior Wall Cladding Performance Study is now firmly underway, again. Previous phases of this study, which is a partnership between EIMA and ORNL, gathered data that compares the temperature and moisture control of various exterior wall claddings in ASHRAE Climate Zone 3. The results of these earlier phases show that EIFS perform better than brick, stucco, and cement fiber siding in tests measuring the key building performance goals of en-

ergy efficiency, temperature control and moisture control in Zone 3.

Meeting with EIMA's Technical Committee, ORNL assured EIMA that it would allocate necessary resources and place a priority on the completion of the Phase III. A progress schedule that calls for completion of Phase III in August 2010 was another meeting result.

Phase III will examine data collected from 8 sample wall panels of the 15 panels that were studied during Phase I. Phase I and II were accom-



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

plished at the Natural Exposure Test facility in Hollywood, South Carolina. Phase III will take these Zone 3 results and extrapolate them to the other 7 ASHRAE climate zones.

SAVE THE DATE: EIMA ANNUAL MEETING APRIL 21-22 IN DENVER, COLORADO

The 2010 EIMA Annual Meeting will be held in Denver, Colorado on April 21-22 at the Hyatt Regency Denver. The annual meeting, again this year, is held in conjunction with the AWCI convention and the INTEX Expo. All of EIMA's committees will meet at this time and include the Advocacy and Industry Relations

Committee, 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 the Denver Convention Center will feature a panel of subject experts on the climate change legisla-

tion, a bill that will have a huge effect on the building envelope industry not to mention on the real estate industry. Also, Ron Lynn, the current elected president of the International Code Council has been invited to address this session. A reception will follow at the Hyatt Regency Denver.

One of the best ways to gain the most out of your association membership is to become active on one of its committees. All EIMA committees will meet during the annual meeting. Please attend.

SLIDE SHOW ON ORNL STUDY COMPLETED

EIMA's Communications and Education Committee has completed a power point presentation on key attributes of EIFS. The 56-slide presentation serves several purposes: It gives an overview of the general features of EIFS and an overview of how EIFS offers valuable sustainability features for new construction and renovation of aging buildings. The presentation highlights the performance test of

competing wall claddings by ORNL and a salient NIST study on environmental costs of EIFS compared to other claddings. Further, the viewer-participant will learn how EIFS can contribute to LEED certifi-



cation. The committee is now assessing which web portal is the best on which to place the presentation. The committee also intends the presentation for use in the AIA Continuing Education System Registered Provider Program.

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EIMA is on the web!
www.eima.com

Take a look at EIFS, now.

EIMA EIFS INDUSTRY
MEMBERS
ASSOCIATION

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, 2009.

Architectural Testing, Inc.

Dan Braun/Scott Warner
St. Paul, Minnesota

VIP Construction Services, Inc.

Peter Kapala/Vasily Gulme
Manalapan, New Jersey

Classic Walls & Ceilings, Ltd.

Bradley Painting/Elizabeth Painting
Wadsworth, Ohio

Wacker Chemical Corporation

Will Hepburn/George Tessier
Allentown, Pennsylvania

Summit Exterior Coatings

Scott Warren/Myke Godfrey
Ogden, Utah

EIMA OFFICES RELOCATED TO FALLS CHURCH, VIRGINIA

As many of you know, about a year ago, EIMA and AWCI came to an agreement on a strategic alliance that would capitalize on the strengths of the two organizations. This agreement, which resulted in an administrative services contract, calls for EIMA to share space with AWCI with AWCI furnishing to EIMA certain services that would otherwise be duplicated if the two organizations stood alone. A major part of the agreement was to relocate EIMA offices from its Morrow, Georgia location, which is about 7 miles southeast of the Atlanta Hartsfield-Jackson Airport, to the offices of AWCI in Falls Church, Virginia. Falls Church is about 8 miles directly west from downtown Washington, DC.



EIMA Headquarters are now in Falls Church, VA, just a few miles from downtown Washington, DC.

One of the unpublicized benefits of this move is that EIMA is now located closer to those national trade organizations whose memberships include clients, customers, and constituents of EIMA members. These groups include: organizations of building owners and developers (BOMA and

NAIOP), the American Institute of Architects, the Associated General Contractors of America, the International Code Council, and the National Institute of Building Sciences, among others. The list could quickly fill this column. Design and construction industry coalition meetings in Washington that were once difficult to attend due to cost and distance are now a subway ride away. (EIMA offices are between two stations each about a mile and a half away.)

The co-location of EIMA's offices within AWCI has already generated a closer working relationship between EIMA and AWCI staff and the joint promotion of the EIFS- 'Doing it Right' program. Look for more in the future!