

EIFS BRIEFS

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Calendar

- AWCI Convention in Denver, Colorado: April 19-24
- EIMA 2010 Annual Meeting in Denver, Colorado: April 21-22
- ICC Final Action Hearings in Dallas, Texas: May 15-23
- ASHRAE Convention in Albuquerque, New Mexico: June 25-30

EIMA 2010 ANNUAL MEETING IN DENVER WILL HAVE PACKED AGENDA

The 2010 Annual Meeting of the EIFS Industry Members Association is on April 21-22 in Denver, Colorado. This highly productive meeting, co-located with the 2010 Convention of the Association of the Wall and Ceiling Industry and the INTEX Expo, features informative committees meetings, networking opportunities, and a General Session that is value-packed.

The centerpiece of the General Session is a panel presentation on the effects that the Climate Change bill, will have on the environment, the design profession, and the building envelope. This bill is now pending in Congress. Making presentations will be Chris Green, AIA, an architect in private practice in Avon, Colorado and the vice chair of the American Institute of Architects Committee on the Environment, David Karmol, vice president of Federal and External Relations at the International Code Council, and Ryan Colker, manager of the Consultative Council and



The Denver, Colorado Skyline awaits those who are attending EIMA's 2010 Annual Meeting on April 21-22

counselor at the National Institute of Buildings Sciences.

All 4 of EIMA committees will meet, and they will make detailed presentations on their activities and the work they are doing to provide value-added services to EIMA members and to advance

exterior insulation and finish systems.

If you want to register only for the EIMA Annual Meeting, please contact EIMA at 703-538-1616. If you are registered for the AWCI convention, you are already registered for the EIMA Annual Meeting.

INTERNATIONAL GREEN CONSTRUCTION CODE ISSUED BY ICC

The International Code Council (ICC) just launched its new International Green Construction Code (IGCC). The new model code's focus is on new and existing commercial buildings addressing green building design and performance. The project to draft the

IGCC was initially started by ICC, the American Institute of Architects (AIA) and ASTM. The AIA participation assured a focus on its 2030 Carbon Neutrality Goal. ASTM, which carries a worldwide reputation as a standards developer, strengthens the scientific

basis of the code.

ASHRAE 189.1-2009, the *Standard for Design of High-Performance Green Buildings, Except Low-Rise Residential Buildings*, is included in IGCC as an alternative jurisdictional compliance option.

EPS EXPO TACKLES ISSUES FACING EPS MOLDERS

The EPS Expo was held on March 8-10 in Nashville, Tennessee. The Expo combines the annual meetings for the EPS Molders Association, the Insulating Concrete Forms Association and the Alliance

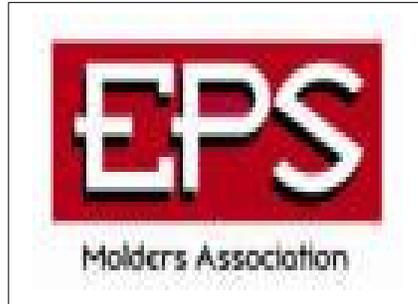
of Foam Packaging Recyclers.

The mood of the meeting was upbeat as a series of speakers addressing the topic of the economy were optimistic about the economy. These speakers provided statistical evidence that the bottom of the recession has been reached, and the trends were showing a movement toward a slow recovery.

A presentation was made by Betsy Steiner, the EPS Molders Association's executive director, on the threat of using HBCD as a fire retardant in EPS. Currently,

HBCD is not banned anywhere in the world, but a ban is being considered in Europe where several regulatory steps still need to be taken. The same is true in Canada. In the U.S., a risk assessment of HBCD is underway.

The topic at a strategic planning session was if the 3 EPS allied organizations could be merged in some way to leverage their effectiveness. It was noted that the product line of structural insulated panels (SIPs) is not currently covered under the charter of any of the 3 organizations.



The logo of the EPS Molders Association which is headquartered in Crofton, Maryland

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

EIMA STRATEGIC PLAN FOR 2010 TO BE REVIEWED AT ANNUAL MEETING

The EIMA Board of Directors has developed and approved during its February 15th meeting a strategic plan for 2010 which includes industry outreach initiatives, pursuit of new research opportunities, and development of practice guidelines and standards. Specifically, the plan calls for leading the development of

ASTM standards: one on the inspection of EIFS and another on the use of decorative preformed/precoated foam shapes with EIFS. The plan also calls for reaching out to the insurance and realty industries to call to these industries attention the advances that have been made in EIFS practices. Additionally, the

plan calls for more communication with the EIMA membership and improvement of membership recruitment and administration through the appointment of a new Membership Committee. More details will be presented at the Annual Meeting, and the plan will be sent out to the EIMA membership after it.

ASHRAE 'GREEN' STANDARD AVAILABLE

ASHRAE Standard 189.1, *Standard for the Design of High Performance, Green Buildings Except Low-Rise Residential Buildings*, is now available for purchase from ASHRAE. The 'green' standard was developed by the American Society of Heating, Refrigerating and Air-Conditioning Engineers (ASHRAE) in conjunction with the Illuminating Engineering Society (IES) and the U.S. Green Building Council

(USGBC). The standard is touted as the first code-intended commercial green building standard in the United States. It covers key topic areas typically in-



ASHRAE 189.1

cluded in green building rating systems: site sustainability, water use efficiency, energy efficiency, indoor environmental quality, and the building's impact on the atmosphere, materials and resources.

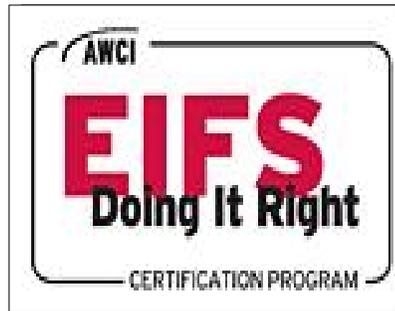
CLASSROOMS FILL FOR EIFS—'DOING IT RIGHT' COURSE

The 'EIFS—Doing It Right®' course is a part of the Association of the Wall and Ceiling Industry's EIFS Education and Certificate Program that offers those taking the course the opportunity to: 1) learn about the proper installation and inspection of EIFS according to industry standards, and 2) earn a national certificate in one of three categories: EIFS Mechanic, EIFS Industry Professional, and EIFS Inspector.

AWCI certification for the three categories is a voluntary, industry-led effort that recognizes personnel who have met specified standards as measured by the EIFS examinations; it demonstrates

to the industry and the public that the individuals have been instructed in accepted EIFS practices and have demonstrated the acquired knowledge through testing. A directory of those who have passed the course in their respective category is maintained on the AWCI website: www.awci.org.

Three courses have been held so far in 2010: Las Vegas, Ft. Lauderdale, and Dallas. Over 50 students have attended each course. The 'EIFS—Doing It Right®' course is also available in a self-study format. Also, the course can be presented on a



The logo of the AWCI 'EIFS—Doing It Right' Certification Program

customized basis under the 'By Request' program where the instructor comes to a location of your choice, saving those in attendance travel time and cost.

ORNL HOLDS WORKSHOP TO LOOK AT FUTURE RESEARCH NEEDS

The Building Technologies Research and Integration Center (BTRIC) at the Department of Energy's Oak Ridge National Laboratory (ORNL) held a workshop on March 22-23 that was titled "Shaping the Future of the BTRIC User Facilities." The purpose of the workshop was for the invited participants to provide

comments and suggestions on how the BTRIC facilities can best be used to serve the national goals of energy conservation. The breakout sessions were well-focused and very productive. However, about a third of the comments and suggestions pertained to how guidelines could be developed to aid in

the installation of a particular product or class of products, not of the performance of these products. Some in attendance viewed these former suggestions as not worth the time of ORNL facilities or staff time and were more for each trade or product to develop. BTRIC is assessing the contributions.

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.

COLLABORATIVE EIFS RESEARCH CONTINUES

EIMA is working with the Steel Framing Alliance and Oak Ridge National Laboratory to test wall assemblies framed with steel studs and with various types of insulation, both in the wall cavity and on the exterior.

EIMA's interest in participating is to gain recent test results to demonstrate the effectiveness of EIFS with steel framing compared to other insulating methods.

Another goal is to create a data set large enough to give to the California Energy Commission (CEC) for Title 24 compliance. The purpose is to show that the

ASHRAE 90.1 appendix values are closer to reality than the Modified Zone



The Rotatable Guarded Hot Box at Oak Ridge National Lab

Method (M2M) calculations that California is using. Currently, the manner in which the M2M is structured creates a penalty for steel framing. The results will be used to obtain remedial changes

in the model buildings codes, too.

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Take a look at EIFS, now.



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 February 1, 2010.

Cathay & Company, LLC
Betty Pickett/Michelle McDowall
Warrenton, Virginia

Hensel Richards Constructors, Inc.
Richard Hensel
Omaha, Nebraska

EIMA 2009 ADVERTISING PROGRAM FOR EIFS RECEIVES AWARD

One of the reasons for EIMA's existence is to support Exterior Insulation and Finish Systems, referred to in the industry as "EIFS." In addition to providing support for the system before model building code and standard development bodies, EIMA raises the profile for itself and EIFS through advertising.

There are many aspects of EIFS that can be favorably noted with ease in an ad, but the two that currently resonate the most are how green the system is and how energy efficient it is. These two elements are the attributes that have been noted in ads run by EIMA over the past year and a half.

The ads have run in many trade publications, but they have run the most in those



Above is the award presented to EIMA for its stylish ads that espouse the energy efficiency of EIFS.

published by McGraw-Hill. These publications, notably Architectural Record, Green Source, and SNAP, touch the audiences that are among the most influential in determining whether a commercial office building or home is clad with EIFS. It is a good reason, then, to put the best foot for-

ward showing the advantages of EIFS.

This effort was recognized by a panel of independent jurors, organized by McGraw-Hill, when it determined that the EIMA ad was the winner in the "Spreads" category in the 2009 Advertising Excellence Awards Competition. Congratulations to EIMA's Communications Committee and Bemis Resource Group for developing the ad.

The EIMA Communications and Education Committee is currently working on a new message to be contained in future ads. The committee intends to advance the notion that retrofitting with EIFS will provide a building or home owner with many advantages. The new ads should be finalized sometime this year.