

## EIFS BRIEFS

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## Calendar

*Florida Wall and Ceiling Contractors Association Convention*  
July 19-21, 2012  
St. Augustine, FL

*AWCI Industry Executives Conference*  
September 11-15, 2012  
Miami, FL

*ICC Evaluation Service Evaluation Committee Meetings*  
October 1-3, 2012  
St. Louis, MO

*ASTM E 06 Subcommittee Meetings*  
October 21-24, 2012  
Atlanta, GA

*Development '12: The Annual Meeting for Commercial Real Estate*  
October 23-25, 2012  
Washington, DC

*ICC Final Action Code Hearings*  
October 24-28, 2012  
Portland, OR

*2012 Design-Build Conference & Expo*  
November 7-9  
New Orleans, LA

## EIMA MAKES ITS VOICE HEARD AT THE ICC CODE DEVELOPMENT HEARINGS

Every three years, the International Code Council (ICC) updates its 15 codes. These codes, known as the 'I-Codes', cover real property categories ranging from the well-known, International Building Code (IBC) to the International Energy Conservation Code (IECC) to the International Swimming Pool and Spa Code (ISPSA).

EIMA's Technical and Research Committee has a practice of reviewing the proposed changes submitted for both the code development and final action hearings. Following its review, the committee directed EIMA to voice its opinion on several code change proposals. Below is a recap of the items that EIMA addressed.

FS 145 would add a method

of measuring drainage, to the requirement for a means of drainage, for high rainfall areas. The EIMA Technical Committee was opposed to this change since the threshold for drainage was less than that already in the code. If passed, it would allow less-effective water-resistant barriers to be included in the wall system. The change was disapproved following EIMA testimony presented by Ms. Tina Cannedy of Parex USA.

FS 148 and FS 187 would alter the NFPA 285 fire test requirements for water-resistant barriers 'that are available, tried and tested by long-term proven history of performance as weather barriers (but) that are not able to meet the standards in this test' (NFPA 285). FS

148 was intended to eliminate the NFPA 285 test, while FS 187 would offer competing material manufacturers options of how to comply. FS 148 was disapproved by a vote of 7-6, while FS 187 was disapproved by a vote of 13-0, following testimony by Jess Beitel, EIMA Executive Director Dave Johnston, and ally Jerry Phelan of Bayer.

FS 161, the proposal's intent was to add new requirements, developed by the American Architectural Manufacturers Association, to the code for self-adhered membranes and fluid-applied membranes which comprise growing segments of the flashing material market. Because these standards were developed in a non-consensus process, the EIMA Technical Committee opposed the adoption of this proposal. Following EIMA testimony, the Fire Safety Committee voted to disapprove this proposal by a vote of 13-0.

FS 200, a change that would bar EIFS and vinyl siding from being used in hurricane prone regions of the U.S. as well as in high wind areas, was considered. Following testimony by Dave Johnston and several other allies, the committee voted to disapprove this change, 13-0.



# EIMA SUPPORTS BUILDING SAFETY MONTH

**An International Celebration of Safe and Sensible Structures**

Each May, the International Code Council (ICC) promotes Building Safety Month to help businesses and families understand what it takes to building a safe and sustainable building. This campaign is intended to generate support for the adoption of modern building codes and a well-trained workforce to maintain these systems.

EIMA is a proud supporter of Building Safety Month and will continue to promote the use of safe and sustainable materials in building construction.

EIFS have proven themselves to be a resilient cladding material which



## BUILDING SAFETY MONTH

meets ICC regulations for both fire prevention and structural design. Due to its low weight, low construction costs, superior energy efficiency and moisture control, EIFS is a prime example of modern materials that are both safe and sustainable.

EIMA will continue to work with the ICC to promote Building Safety Month and its underlying goal: to increase the number of buildings that meet the newest safety, efficiency and sustainability standards.

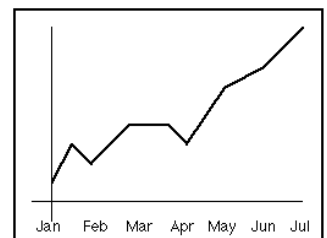
## HITS TO EIMA WEBSITE CONTINUE TO GROW

EIMA.com, for many, represents the main information source for the EIFS industry. Since the beginning of the year the website has seen an overall redesign, the addition of several pages, and a blog; all added as improvements to the information flow for those interested in EIFS. As a result, since January the website has seen an increase of 500 indi-

vidual viewers per month and the number of pages being looked at is up 2,000 per month.

People taking notice of the large strides EIFS is making in the exterior wall cladding market is apparent. As we continue to make updates and add information to the site and blog, more industry stakeholders are sharing the posts on social media sites

such as Twitter and Facebook. EIMA is committed to maintaining a flow of positive information about EIFS and anticipates continued increases in traffic to its website.



## HOT BOX TESTING OF EIFS WITH STEEL FRAMING ALLIANCE COMPLETE

The testing of different wall configurations to assess how steel studs performed with a variety of insulation materials is now complete. EIMA, in collaboration with the Steel Framing Alliance and Oak Ridge National Laboratory, has been conducting these tests over the past two years at ORNL's guarded hot box. 17 of the wall samples were sponsored by SFA and 4 by EIMA. All of the 21 samples had

approximately 23 percent of the substrate in contact with flanges of the steel studs, and all used 3 5/8" studs. EIMA tested configurations containing both 2" and 4" of EPS. Assessments are now being made by SFA and EIMA's Technical Committee. The results



of the assessments will be used to advance changes in building codes and standards.

## HIGH PERFORMANCE BUILDING WEEK



From May 23-29, High Performance Building Congressional Caucus Coalition (HPBCCC) sponsored the High Performance Building week in Washington, DC. EIMA is an active participant on the HPBCCC and was present at several events during this week promoting advancements in the overall performance of buildings. The HPBCCC is a private sector coalition that was formed to assist the High Performance

Building Caucus of the US Congress, with a range of issues pertaining to buildings from design to all details that go into a high performing building. The week was spent at discussions, award banquets and receptions (including one put on by the International Code Council), discussing new

ways that EIFS can participate in the marketplace while assisting with the overall performance of a building.

★ *High-performance building' means a building that integrates and optimizes on a life cycle basis all major high performance attributes, including energy conservation, environment, safety, security, durability, accessibility, cost-benefit, productivity, sustainability, functionality, and operational considerations.*

-Energy Independence and Security Act of 2007 §401 (PL 110-140)

# L & W SUPPLY JOINS EIMA

We are pleased to welcome L & W Supply and 91 of its branch locations to EIMA.

## **L & W Supply**

Chicago, IL  
Birmingham, AL

## **CALPLY (L&W Supply)**

Bakersfield, CA  
Fresno, CA  
Hayward, CA  
Orange, CA  
Pico Rivera, CA  
Redlands, CA  
San Diego, CA  
San Francisco, CA  
San Jose, CA  
Santa Maria, CA  
Sun Valley, CA  
West Sacramento, CA  
Albuquerque, NM  
N Las Vegas, NV  
Sparks (Reno), NV

## **CK Supply (L&W Supply)**

Evans, GA  
Savannah, GA  
Bluffton, SC  
Columbia, SC  
Myrtle Beach, SC  
North Charleston, SC  
Simpsonville, SC

## **Great Lakes Gypsum & Supply (L&W Supply)**

Auburn Hills, MI  
Jackson, MI  
Livonia, MI  
Saginaw, MI

## **Building Specialties (L&W Supply)**

Aurora, CO  
Colorado Springs, CO  
Ft. Collins, CO  
Idaho Falls, ID  
Nampa, ID  
Twin Falls, ID  
Baltimore, MD  
Mechanicsville, MD  
Buffalo, NY  
Rochester, NY  
Bend, OR  
Eugene, OR  
Portland, OR  
Tigard, OR  
Erie, PA  
Austin, TX  
Beaumont, TX  
Canutillo, TX  
Corpus Christi, TX  
Dallas, TX  
El Paso, TX  
Ft. Worth, TX  
Round Rock, TX  
San Antonio, TX  
Layton, UT  
Logan, UT  
Midvale, UT  
Ogden, UT  
Sandy, UT  
Spanish Fork, UT  
St. George, UT  
Fredericksburg, VA  
Hampton, VA  
Manassas, VA  
Richmond, VA  
Roanoke, VA  
Williamsburg, VA  
Bremerton, WA  
Marysville, WA  
Redmond, WA  
Spokane, WA  
Tacoma, WA

## **Seacoast Supply (L&W Supply)**

Mobile, AL  
Boca Raton, FL  
Bradenton, FL  
Englewood, FL  
Ft. Myers, FL  
Jacksonville, FL  
Ocala, FL  
Orlando, FL  
Pensacola, FL  
Port St. Lucie, FL  
Punta Gorda, FL  
Sebring, FL  
St. Augustine, FL  
Tallahassee, FL  
Tampa, FL  
Jefferson (New Orleans), LA

## **Desert Building Materials (L&W Supply)**

Phoenix, AZ  
Tucson, AZ

## **River City Materials (L&W Supply)**

Memphis, TN

## **AMS/Building Specialties (L&W Supply)**

Houston, TX

## **Barnett Drywall Supply (L&W Supply)**

Pearland, TX

## **Drywall Supply (L&W Supply)**

Houston, TX



**NATIONWIDE STRENGTH  
LOCAL COMMITMENT**

## EIMA REPRESENTED AT MCGRAW HILL ADVERTISING AWARDS

EIMA staff attended the Advertising Awards for McGraw-Hill's Architecture magazine which was held in conjunction with the convention of the American Institute of Architects.

This event is important since it brings together ad agencies, clients, audience, and media at one time, facilitating networking. The event also provides an exchange of ideas of how

best to communicate with architects in the printed format. EIMA received the magazine's award for the best double spread advertisement three years ago.

## EIMA CONTRIBUTES \$25,000 TO “EIFS DOING IT RIGHT”

During the 2012 EIMA Annual Meeting in Charlotte, North Carolina, President Buck Buchanan presented then AWCI-President Tim Wies with a \$25,000 check on behalf of EIMA for the “EIFS Doing It Right” course.

This certification program’s purpose is to educate EIFS personnel in the

appropriate procedures and to certify those who show a comprehensive



understanding after the completion of the two day course. The program

has been in existence since 1998, after recognizing the need to better educate those working in a variety of roles with EIFS.

EIMA is dedicated to working with industry members to ensure EIFS is “Done Right.”

## EIMA SHOWS AT NAR

On May 16<sup>th</sup> and 17<sup>th</sup>, EIMA was among 120 exhibition booths set up at the Marriot Wardman Park Hotel for the 2012 National Association of Realtors Midyear Legislative Meetings and Trade Expo. The Trade Expo generated a great deal of foot traffic as well with estimates of 9,000 people attending over the 2 days in Washington, DC.

The most important thing that was taken away from the conversations about EIFS at the show, is that opinions are definitely changing. In addition to realtors from around the United States asking for more information to combat the negative opinions about EIFS, we heard from others

about how they had first-hand experience of the energy savings from personally living in an EIFS home.

EIMA will continue to make inroads with the realtors through their national association, addressing any issues that might arise from future conversations.

## EIMA MEETS WITH NAHB

EIMA staff met recently with the staff of the National Association of Home Builders (NAHB) to discuss how to advance goals of mutual interest including exterior wall research and advancing EIFS. During the meeting, NAHB made clear that it does not have any policy, formal, informal,

written, or implicit that discourages homebuilders from using EIFS. NAHB acknowledged that it is a federation comprised of approximately 800 chapters that are independent and can develop their own policies. Discussions also focused on how EIMA can become more involved in NAHB such

becoming active on the NAHB Major Supplier Council. EIMA is a member of NAHB through the Northern Virginia Builders Industry Association.



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TODAY!

**EIMA**

EIFS INDUSTRY  
MEMBERS  
ASSOCIATION

# WELCOME NEW EIMA MEMBERS

EIMA extends a most cordial welcome to its new members. We thank you for your support of the EIFS Industry.

## Associate Member

### **Gavazzi Tessuti Tecnici SPA/ Suretech, Inc.**

Calolziocorte, Italy/Fisherville, VA  
*Eckehardt Rupp*  
*Dario Buzzi*



## Affiliate Member

### **Vela Insurance Services, LLC**

Chicago, IL  
*David Jordan*  
*Frank McGovern*  
*William Braden*



## Distributor

### **Great Western Building Materials**

Phoenix, AZ  
*Bill Myers*  
*Jeff Alley*

## Architects

### **BAE Systems**

Riyadh, Saudi Arabia  
*Russel Dela Cruz*

### **Core Consulting Group**

San Diego, CA  
*David A. Ball, AIA*  
*Nancy Jones*  
*Thomas Cook*

### **Daniel Downey Architect**

Las Vegas, NV

### **Ralph Guidero, Architect**

Riverside, CA

### **J & A Design**

Malibu, CA  
*Marc Jackson*  
*Carole Czaplá*

### **North Carolina**

### **Department of Public Safety**

Raleigh, NC  
*George Sgouros, Architect*

### **Bernard Remer, Architect**

Berkley, MI

### **WRT**

Philadelphia, PA  
*Antonio Fiol-Silva*  
*William Cline*

For contact information on new EIMA members, please visit our online Directory of Members at [www.eima.com](http://www.eima.com).