

EIFS BRIEFS

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Calendar

*National Association of Realtors
Legislative Meetings and Trade Expo*
May 15-16, 2013
Washington, DC

*EIMA Mid-Atlantic Regional
Meeting*
June 4, 2013
Bethesda, MD

*Congressional Energy Efficiency
Expo + Forum*
June 12, 2013
Washington, DC

VELA INSURANCE SERVICES: “WE’RE IN IT FOR THE LONG HAUL”

Of the many things that stood out from the 2013 EIMA Annual Meeting, nothing was stronger than Vela Insurance Services making it clear that insurance entities should work to expand their support for the EIFS industry; something that Vela has been doing over the last year. During a presentation at the General Session, representatives from Vela Insurance Services noted their ongoing support for EIMA and the EIFS industry stating, “We’re in it for the long haul!”

As the insurance industry continues to make large strides in expanding coverage for EIFS contactors, distributors and entire projects, Vela Insurance Services has stepped up ahead of the pack as a leader on the issue.

Vela Insurance Services was an active sponsor of the EIMA Annual Meeting in 2012 and returned again in 2013 to sponsor the first annual Associate Members Dinner. Vela Insurance Services also sponsors the “insurance page” on EIMA’s website.



EIMA SUPPORTS BUILDING SAFETY MONTH

Each May, the International Code Council (ICC) promotes Building Safety Month to help businesses and families understand what it takes to build a safe and sustainable build-

BUILDING SAFETY MONTH
INTERNATIONAL CODE COUNCIL



Sponsor

ing. This campaign is intended to generate awareness and the support for the adoption of modern building codes and a well-trained work-force to maintain these systems. EIMA is one of the proud-sponsors, again this year, for Building Safety Month and will continue to promote the use of safe and sustainable materials in building construction.

EIFS has proven itself to be a resilient cladding material, meeting the 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.

ASTM PERFORMANCE OF BUILDINGS COMMITTEE MEETS

E06 on Performance of Buildings



The ASTM Performance of Buildings Committee, which has the designation 'E 06', met in Indianapolis on April 14-17 for its semi-annual Spring meeting. One of the many subcommittees which are a part of this committee is the EIFS and Related Products Subcommittee, E 06.58. Chairing this subcommittee is EIMA member Bill Egan of BASF Wall Systems. The Subcommittee Secretary is Tina Cannedy of Parex-

USA. Since this was the first face-to-face meeting of the subcommittee in two years, many proposed revisions to the standards under the subcommittee's purview were considered and acted upon. The subcommittee also agreed to start work on several important standards to the EIFS industry that are about to expire.

The subcommittee also agreed to request ASTM to schedule a sym-

posium on EIFS. The last ASTM symposium on EIFS was held in 1995 with 14 papers being presented at that time. The symposium on EIFS held previous to that one was in 1992. The proposed date for this symposium is October 2014 and will cover the many areas of innovation that have occurred in this dynamic industry. Papers will be solicited on the following approval by the ASTM E 06 Executive Committee.

ENERGY EFFICIENCY LEGISLATION REINTRODUCED

The bi-partisan energy efficiency legislation introduced by U.S. Senators Jeannie Sheehan (D-NH) and Rob Portman (R-OH), has been reintroduced this month to the 113th Congress. The Energy Savings and Industrial Competitiveness Act, seeks to promote greater energy efficiency in residential, commercial buildings, and the industrial sector by providing addi-

tional technical assistance, enhanced financing support, among other related activities.

The bill was previously introduced last year, in the 112th Congress. Small pieces were signed into law last December, including provisions concerning federal agency efficiency. The bill maintains widespread support, and last



year cleared the Senate Energy and Natural Resources Committee.

ICC COMMITTEE ACTION HEARINGS HELD IN DALLAS

The International Code Council held its Committee Action Hearings in Dallas on April 21-30 for codes that are oriented toward residential construction. These hearings are the start of the development of changes to the 2015 edition of the International Residential Code. Prior to this set of hearings, the Committee Action Hearings were known as the Code Development Hear-

ings at which time, an appropriate ICC committee would pass judgment on proposed code changes.

The EIMA Technical and Research Committee reviewed in detail over 20 proposed changes in addition to reviewing the code change proposal that it submitted. This latter proposed change will require EIFS with Drainage to be used

when EIFS are used to clad residential structures with plywood or oriented strand board (OSB) substrates. EIMA previously received a code interpretation on this but wanted the assurance of this fact explicitly in the code. As the hearings were underway when this was written, the results of the hearings will be reported in a future issue of EIFS Briefs.

EIMA WORKS CAPITOL HILL TO ADVANCE ENERGY EFFICIENCY IN FEDERAL BUILDINGS

EIMA representatives called on the office of Senator David Vitter (R-LA) to express its support for S. 52, the proposed "Promoting Efficiency and Savings in Government Act". The purpose of this bill is to require the U.S. General Services Administration (GSA), the largest landlord in the U.S., to audit the energy performance of its buildings and to identify steps that can be taken to improve the energy efficiency of these buildings, which will result in cost savings. The bill will also establish minimum efficiency standards for buildings leased by the federal government. The bill was introduced by Senator Barbara Boxer (D-CA) who is the Chairman of the Senate Environment and Public Works Commit-



tee. Senator Vitter is the Ranking Minority Member on this committee.

EIMA pointed out that EIFS is a highly cost-effective way to achieve energy savings and wanted to know how systems such as EIFS could be used more by the federal government to achieve energy efficiency. Senator Vitter's staff member, with whom EIMA

met, agreed that energy efficiency is a top priority of Senator Vitter but that the prospects of providing advantages for any technologies in a bill was remote. EIMA was encouraged to meet with GSA representatives first to discuss the use of EIFS and to report back to Senator Vitter's office if EIMA detects any reluctance to use EIFS.

EIMA RETURNS TO REALTORS SHOW

For the third straight year, on May 15th-16th, EIMA will be showing at the National Association of Realtors Legislative Meetings and Trade Expo. In previous years, EIMA was able to assist realtors in updating their knowledge of EIFS and the added benefits that an EIFS house can bring to their

clients. Last year, EIMA was among roughly 120 other exhibitors, with around 9,000 individuals walking the floor through the 2 day show. The most noteworthy thing that came away from last year's show was how much opinions have changed about EIFS as an exterior wall cladding sys-

tem. This year we expect to hear more of the same, and will be providing those attending the show with more information to help them combat any negative-misinformation they may hear from others, around their industry.



Midyear Legislative
Meetings & Trade Expo
WASHINGTON DC • 2013



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EIMA MEETS WITH HANLEY WOOD

On March 5th, representatives from EIMA sat down with several of the editors, among others, at the Hanley Wood offices in Washington, DC. EIMA was asked to come in and discuss the advancements in the EIFS industry, focusing in on the last couple of years. Discussions

touched on a wide-range of topics from durability and aesthetics, to energy efficiency and moisture control. The Oak Ridge National Laboratory study was discussed as well as other studies that are

in the pipeline. EIMA will be meeting with Hanley Wood more over the next year, to discuss both possible partnerships and stories that would be beneficial to both of us.

hanley▲wood

SAVE THE DATE

Tuesday, June 4, 2013

4:00 – 6:45 p.m.
Bethesda Marriott Hotel
5151 Pooks Hill Road
Bethesda, Maryland 20814

WHAT'S NEW WITH THE EIFS INDUSTRY



An Exciting Program To Advance Your Knowledge Of Exterior Wall Claddings

Topics To Be Covered:

- *Overview of EIFS Market*
- *Let's Talk Continuous Insulation: New requirements for a new age*
- *Hot Issues in EIMA and the EIFS Industry*
- *Using Social Media to Advance Your Firm and EIFS*

Special Presentation:

"Fire Testing of EIFS"

Jesse J. Beitel, Hughes Associates
Consultant to EIMA
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MEMBERS
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