

# EIFS BRIEFS

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## Calendar

### *National Conference of State Legislatures' Legislative Summit*

August 12-15, 2013  
Atlanta, GA

### *Development '13, Annual Meeting of the Commercial Real Estate industry (NAIOP)*

October 7-9, 2013  
San Diego, CA

### *International Risk Management Institute (IRMI) Construction Risk Management Conference*

November 17-21, 2013  
San Diego, CA.

## FLAME RETARDANTS IN FOAM INSULATION UNDER ATTACK

For many years, opponents of foam insulation have been attempting to find a way to eliminate it since these opponents have claimed that its contents were detrimental to human and animal health. They have used governmental decisions in Europe as the main basis of their claims, but they also have also used scientific studies that have been rebutted with other studies.

At the recent code hearings of the International Code Council (ICC), these opponents of foam insulation initiated a code change proposal that would prohibit the use of flame retardants in foam insulation. If passed, the code change would have the effect of calling into question whether EIFS could pass the required fire testing for EIFS. During the hearing, pro foam insulation interests, including EIMA, prevailed and defeated the proposed code change. The code change is expected to be reviewed again during the final ICC code hearings this October in Atlantic City.

Although this immediate threat has been turned back, the California Assembly is actively considering a bill that will ban flame retardants from foam insulation. The bill is California Assembly Bill 127 (CA AB 127), and it has passed the California Assembly as well as a key California Senate committee.

EIMA has called to the California legislature's attention the fact that thousands of homes in California as well as hundreds of commercial buildings, including those in the retail, hospitality, healthcare, and commercial office rental industries have EIFS on them. Further, enacting a law that is based on presumptions and not on scientific fact has the highly damaging effect of de-valuing all the homes and buildings in California that currently use EIFS and foam

insulation by essentially citing them as health hazards. EIMA noted that EIFS use foam insulation as a primary component for this most green and energy efficient exterior wall cladding and that AB 127, if enacted, will effectively ban the use of foam insulation when this nation needs all the energy efficiency measures that can be easily employed. EIFS is one of those measures. It is a highly economical way to achieve energy efficiency for the typical homebuyer and building owner.



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EIFS INDUSTRY  
MEMBERS  
ASSOCIATION

## EIMA ATTENDS NATIONAL ASSOCIATION OF REALTORS MIDYEAR LEGISLATIVE MEETING AND TRADE SHOW

On May 15<sup>th</sup>-16<sup>th</sup>, for the third year in a row, EIMA attended the National Association of Realtors Midyear Legislative Meeting and Trade Show for an opportunity to talk about EIFS firsthand with realtors from around the United States. With a great deal of foot traffic at this show, we

were able to talk to several different individuals, addressing a wide array of questions and some concerns.

The overall message that can be relayed from this show is that opinions are becoming more in support of the use of EIFS. We discussed insurance

coverage, relocation policies, as well as advancements in the system over the last decade with several realtors; who also collected information packets to help spread positive messages about the industry.



## WHAT'S NEW WITH THE EIFS INDUSTRY?

On June 4<sup>th</sup> EIMA put together a program at the Bethesda Marriott Hotel in Bethesda, MD, to provide information on the several advancements in the EIFS industry. 25 people were in attendance for the program that provided a special presentation from Jesse Beitel on the fire testing of EIFS. Jesse discussed several facts about the fire tests that EIFS has passed, which include NFPA 285. In addition to Jesse's

presentation David Johnston, Laurie Joseph, and Scott Robinson gave updates on a variety of issues from Continuous Insulation to membership strength, to advocacy efforts. At the conclusion of the event a small reception was held in the same location.



## HIGH PERFORMANCE BUILDING WEEK IN WASHINGTON, DC

May 13<sup>th</sup>-17<sup>th</sup> marked the annual High Performance Building week in Washington, DC, that EIMA once again participated in. EIMA is an active member of the High Performance Building Congressional Caucus Coalition, the official sponsor of the week, which represents the Congressional Caucus chaired by Rep. Welch (D-VT) and Rep. McKinley (R-WV). Represent-

atives from EIMA attended several events during the week including a reception held on May 14<sup>th</sup> recognizing the new chairs, and the work they both vowed to do for high performance buildings. On May 17<sup>th</sup> EIMA joined with NAHB, ASHRAE and others in sponsoring the luncheon discussion, *How High-Performance Homes Can Save Money, Save Resources*

*and Create Jobs.*

The Congressional Caucus is a bi-partisan group in Congress advocating for legislation that relates to high performance buildings. If you think your representative should be a member of this caucus please let EIMA know, the caucus and coalition are continually growing and adding support from others.

## DAVE JOHNSTON ADDRESSES CONGRESSIONAL RENEWABLE ENERGY AND ENERGY EFFICIENCY EXPO + FORUM

EIMA participated in the 16th Annual Congressional Renewable Energy and Energy Efficiency EXPO + Forum, on June 12th in Washington, DC. The event included over fifty businesses, government agencies, associations, and other organizations who share a common focus on energy in the United States.



In addition to participating in the EXPO, EIMA's CEO/Executive Director, David Johnston, was a participant in a forum discussion on energy efficiency. "In this day and age where energy efficiency is the new currency for judging the performance of any kind of building, taking another look at proven energy efficient systems such as Exterior Insu-

lation and Finish Systems (EIFS) is a realistic response to almost unrealistic energy efficient requirements." Johnston said. He also addressed the advancements EIFS have made over the past several years, while pointing to inclusion in the 2009 and 2012 International Building Codes as well as results from the Oak Ridge National Laborato-

ry moisture and thermal control study, both validating the performance of the exterior wall cladding system.

The EXPO was free and open to the public, allowing for several individuals from different fields to discuss EIFS and other energy efficiency and renewable energy ideas with the participants of the all-day event.

## EIMA MEMBERS AT AIA AND ASHRAE CONVENTIONS

The 2013 Convention of the American Institute of Architects was held in Denver on June 20-23 along with the very large AIA show. BASF, Dryvit Systems, ParexUSA, and Sto, all four of EIMA manufacturing members, displayed respective selected lines at the show.

Taking advantage of so many EIMA members together, Hanley Wood invited representatives of the EIMA Communications and Education Committee to an informal meeting to discuss a few topics. Representing Hanley Wood were its CFO, Matt Flynn and Jay

Glasnapp, association liaison leader. Hanley Wood noted its acquisition of the Green-Build show and its new enhanced capability to gather industry marketing data, both of which may facilitate future business between Hanley Wood and EIMA.

Coincidentally, the annual meeting of ASHRAE was also being held at the same time in Denver as the AIA meeting. Representing EIMA at the ASHRAE 90.1 Standing Standard Project Committee (SSPC) on Energy Efficiency Standards for New Buildings was EIMA Executive Director Dave

Johnston. The Envelope Subcommittee still has a great deal of work to do on the issue of thermal bridging, agreeing that it should review the work that has been accomplished in Europe as well as checking to see the work that the American Society of Civil Engineers has done. The subcommittee also agreed to review, once again, its decision on what constituted enclosed voids for the purpose of determining if the void had an R value. Previously, the subcommittee decided that the void had to be completely sealed to gain the value. That decision will be reviewed at the end of this July.

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## EIMA ADDS “MEMBERS ONLY” PORTAL TO ITS WEBSITE



EIMA recently announced the addition of a “Members Only” section to its website. The intent of this portal is for members in good standing to have exclusive access to proprietary information about EIMA and the EIFS industry that will not be available to non-members, competitors or the general public. Members will be privy to “Members

Only” communications, rosters and contact information for EIMA’s Board of Directors and Committees, and updates on advocacy efforts.

User IDs and passwords have been assigned and distributed to all current members.

EIMA hopes the “Members Only” portal proves to be valuable and that members will

return to it over and over again as a source of current and reliable news and information.

Members with questions regarding the “Members Only” online portal should contact Laurie Joseph, Manager of Member Services at [ljoseph@eima.com](mailto:ljoseph@eima.com) or (703) 538-1615.

## UPCOMING EVENTS AND MORE!

Over the summer and into the fall months, EIMA will be attending several events, pushing the message and several benefits that EIFS has to offer. Starting in August, EIMA will be attending the National Conference of State Legislatures’ Legislative Summit in Atlanta, GA. With representatives from 20% of the nation’s legislators in attendance, EIMA will have an opportunity to not only discuss new energy codes, but also provide education material to these individuals and their staffs. In addition to legislators and their staffs, several federal/state/local agencies will also be in attendance, many of who are the likely individuals who would hear possible code and ordinance changes at different levels. This will be EIMA’s first time attending this event.



San Diego, CA will be the home of Development ’13, this year’s Annual Meeting of the Commercial Real Estate industry, put on by NAIOP. The meeting will provide EIMA with the opportunity to connect with the top developers, investors, owners and more, throughout the three day event from October 7<sup>th</sup>-9<sup>th</sup>. This meeting will give EIMA a stage to present educational and updated information to representatives in the real estate industry.

EIMA continues to expand on its relationship with the International Risk Management

Institute (IRMI), and from November 17<sup>th</sup>-21<sup>st</sup> will be attending the Construction Risk Management Conference, in San Diego, CA. With over 1,000 construction and insurance professionals attending, EIMA will again have an opportunity to provide information about the industry to business leaders across the nation.



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