

EIFS BRIEFS

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Calendar

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

October 7-9, 2013
San Diego, CA

"Call for Papers" for Symposium on EIFS
by October 31, 2013

International Risk Management Institute (IRMI) Construction Risk Management Conference

November 17-21, 2013
San Diego, CA.

EIMA AND ALLIES STALL CALIFORNIA BILL BANNING FLAME RETARDANTS

EIMA and its allies in the Energy Efficient Foam Coalition (EEFC) were successful in slowing the progress of a bill pending the State of California's Senate that would possibly result in the banning of flame retardants in foam insulation. This bill, AB 127, which previously passed the California Assembly after being diluted by amendments urged by EEFC, was moved to the "suspension" file by the Senate's Appropriations Committee. This means that the bill will be taken up at a later date and reported out if the Appropriations Committee believes that bill is meritorious to receive funding, provided there is funding available. This action follows a flurry of letters and faxes by EIMA members urging the members

of the Senate Appropriations Committee to oppose the bill when the bill was first considered by this committee. The Senate Appropriations Committee will meet next on Friday, August 30th, not August 29th, as previously reported, to consider AB 127 and all the other bills on its

ence to chemical flame retardants from the bill. More meetings are planned for the last week of August. At this point, Assemblywoman Skinner, the author of the bill, has not committed to accepting these amendments, and the EEFC continues to press for amendments. After moving AB 127 to the suspension file, EEFC representatives agree that there is some understanding among committee members of the EEFC's position and concerns. The Energy Efficient Foam Coalition is an offshoot of the American Chemistry Council and in addition to EIMA, its membership includes the EPS Industry Alliance, the Extruded Polystyrene Association (XPSA) and the Polyisocyanurate Manufacturers Association (PIMA).



suspense file. Several conversations have occurred between EEFC representatives and the committee's members and consultants (staff) regarding a proposed amendment to strike refer-



EIMA BEGINS MARKET RESEARCH

After issuing an RFP for market research last spring, an agreement was reached with Grail Research to look at the overall wall cladding market and the decision-making process for selecting an exterior wall cladding. Both the EIMA Board of Directors and the Communications and Educa-

tion Committee have been leaders in making sure certain questions and hypothesis are addressed. The study kicked off in July and will likely conclude in October. Information gathered from the research will be publicized after its completion.



EIMA TECHNICAL AND RESEARCH COMMITTEE MEETS

The EIMA Technical and Research Committee met in Washington, DC on August 6th and addressed a number of high priority topics including the necessity of updating the ASTM standards that apply to EIFS, submission of prospectuses for papers to be presented at the ASTM EIFS symposium in October 2014, and future arrangements for fire testing of EIFS. The committee also discussed the pre-cavass survey that is currently ongoing and that is

required by the American National Standards Institute prior to the balloting of a revised American National Standard on EIFS that is sponsored and maintained by EIMA. The International Code Council's Evaluation Service is now charging for its Acceptance Criteria, and the committee expressed its deep concern over this new practice, particularly since EIMA member contributed significantly to the development of the criteria that apply to EIFS.

The issue that was the central focus of the meeting, however, was the pending legislation in California that would, in effect, ban the use of flame retardants in foam insulation. A similar issue is before the International Code Council in the form of a proposed code change to the International Residential Code that would do the same thing, ban flame retardants from foam insulation. The committee agreed that EIMA must continue to oppose these initiatives

COMMUNICATIONS AND EDUCATION COMMITTEE MEETS

On August 7th, the Communications and Education Committee discussed a variety of issues in the EIFS industry, from the landmark study on thermal and moisture control at Oak Ridge National Laboratory (which will be released later this fall) to a list of new

topics EIMA should target. The committee also reviewed a proposed agenda for the 2014 EIMA Annual Meeting in Las Vegas, Nevada. Additional updates to the committee included some communications plans EIMA has been working on, to continue edu-

cating individuals both in the public and private sector about EIFS, as well as the record hits the EIMA.com website has seen over the last year and the increasing focus on keeping online information up to date.

EIMA TRAVELS TO ATLANTA FOR LEGISLATORS SHOW AND PAREX USA VISIT

Representatives from EIMA took part in the National Conference of State Legislatures Legislative Summit in Atlanta,

Georgia on August 13-15. The summit was held at the Georgia World Congress Center over the duration of those days. While attending and exhibiting at the trade show, EIMA was able to talk to several legislators from around the United States about the new energy codes that go into effect later this calendar year. Many representatives were familiar with

the EIFS industry and some even had personal, and favorable, experiences with EIFS homes and offices.

Special thanks go out to Peter Harrison and Tina Cannedy of Parex USA, for giving EIMA staff a tour of their plant on August 14th. Harrison and Cannedy are active in the EIMA Technical and Research Committee as well as ASTM.



STATE AND LOCAL STATUS REPORT

DeKalb County, GA

Updating a previous report, EIMA is continuing to aggressively work against a proposal in DeKalb County to restrict the amount of EIFS that a building can be clad with. The original proposal was limited to 30% of the overall building as well as some additional restrictions; ongoing discussions have increased that number to 50% of the overall building with some of the restrictions being lifted. As reported previously, EIMA has testified at a public hearing before the DeKalb County Board of Commissioners and put forward an amendment

that recommends similar language to the 2009 International Building and Residential Codes. Discussions are ongoing as the most recent decision dates have been deferred.

Baltimore, MD

Also, updating another previous report, last spring EIMA was made aware of a new zoning ordinance working its way through the Baltimore City Council that would completely revise the existing ordinance. As part of this ordinance certain restrictions will be put in place on building materials in different loca-

tions; EIMA noticed several locations where EIFS would be a restricted material. Several individuals have now sent letters and other forms of correspondence to the City Council in Baltimore; additionally, EIMA is scheduling in-person meetings with representatives of the City Council. A public hearing schedule has been posted for the fall; EIMA will be testifying and participating in these sessions.

For any additional information about either of these cases, please contact Scott Robinson at SRobinson@eima.com

EIMA REACHES OUT TO AMERICAN PLANNING ASSOCIATION

Private planning firms have recently been of interest to the EIFS industry, since more seem to be hired to consult on local zoning codes and ordinances, resulting in limitations on the use of EIFS as a building material. In many of these cases, dealing with planning and zoning departments in local jurisdictions isn't always enough. Therefore, David Johnston, execu-

tive director of EIMA, has reached out to the American Planning Association (APA) to request a meeting with APA to ensure that the information the planning profession has is the most up-to-date. The purpose of the meeting will point out recent examples of how planners unwisely included in proposed newly revised zoning ordinances a ban on EIFS. EIMA simply wants to

provide education and information that will help localities and other organizations as they weigh the use of building materials. As many individual planners and organizations turn to the APA for guidance on issues, EIMA wants to make sure the information they have is the most accurate today.

EIMA POLICY ON “EIFS REQUIRES TESTED MATERIALS”

Last November, the EIMA Board of Directors approved a policy that requires all in the industry to adhere to use of tested materials and components of EIFS that comply with applicable standards. The policy also puts forth that components from different



EIFS manufacturers are not to be mixed in an application as EIFS are designed as a system and tested as a system. The entire text of this policy is on

the EIMA website. EIMA members are encouraged to review this policy and should adhere to it.

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EIMA "MEMBERS ONLY" NEWSLETTER LAUNCHED

The inaugural edition of "Members Only", a newsletter exclusively for the members of the EIFS Industry Members Association, was launched in July. Members have been assigned a User ID and Password to access the members only portal of the EIMA website, where the newsletter can be found.

The "Members Only" newsletter will be published quarterly and will cover topics such as the current status of advoca-



cy initiatives, detailed technical information, and industry sales volumes.

Questions regarding the "Members Only" newsletter or any of the articles can be directed to Scott Robinson at

srobinson@eima.com or
(703) 538-1614.

Anyone needing assistance with a User ID and/or Password, should contact Laurie Joseph at ljoseph@eima.com or (703) 538-1615.

SAVE THE DATES!

EIMA ANNUAL MEETING
MARCH 31-APRIL 1, 2014
LAS VEGAS, NV

A Sneak Peek at the Agenda:

Monday, March 31

- ◆ Opening General Session
- ◆ Committee Meetings
- ◆ Cocktail Reception
- ◆ Associate Members Dinner

Tuesday, April 1

- ◆ Committee Meetings
- ◆ Closing General Session
- ◆ Golf Outing



EIMA EIFS INDUSTRY
MEMBERS
ASSOCIATION

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