

EIFS BRIEFS

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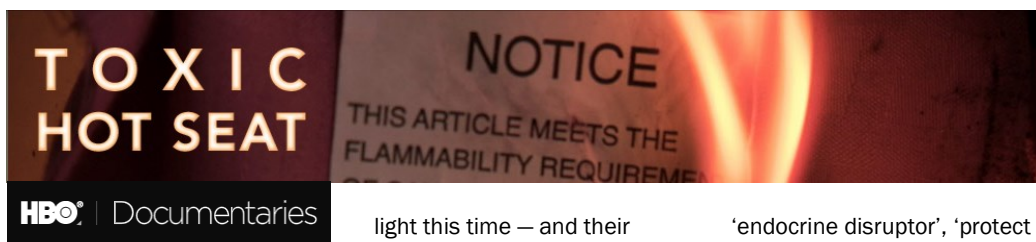
Calendar

ASHRAE Winter Conference
January 17-22, 2014
New York, New York

International Builders Show
February 4-6, 2014
Las Vegas Convention Center
Las Vegas, Nevada

ASHRAE 90.1 Committee Meeting
March 12-14, 2014
Atlanta, Georgia

EIMA Annual Meeting
March 31-April 1, 2014
Mandalay Bay
Las Vegas, Nevada

HBO SPECIAL RE-IGNITES
FLAME RETARDANT DEBATE

No sooner did the rejection of a proposed ban on flame retardants in furniture and foam insulation end in California when an HBO special blasting flame retardants aired on this national outlet. Entitled “The Toxic Hot Seat,” which was shown on Monday, November 25 at 8:00 p.m. Eastern, this 30 minute production roundly condemns the use of flame retardants and accuses them of contributing to a hazardous environment. The producers of this documentary, which include Robert Redford’s son and Lucas film, had this brief to promote: household furniture are laden with toxic chemicals – brominated flame retardants (BFRs) are in the spot-

light this time – and their dangers are being covered up by their manufacturers and the chemical industry trade group, the American Chemistry Council (ACC). The ACC responded by refuting the allegations.

The American Council on Science and Health (ACSH), which was founded in 1978 by a group of scientists who had become concerned that many important public policies related to health and the environment did not have a sound scientific basis, provided comment on the HBO special. ACSH’s Dr. Gilbert Ross had this perspective: “We here at ACSH wonder when the public will get alarm fatigue from these scurrilous hackneyed tactics: Just yell

‘endocrine disruptor’, ‘protect the children,’ and ‘cancer’ loud enough, and then refer to Big Tobacco, and the game is over. Not so fast, let’s do a little fact-checking first. The ACC, in their response, refers to the dreadful toll of fires in America each year. And while the toll is tragic, certainly, they chose not to address the false accusation that BFRs are somehow harmful to health, which should have really been the core of its argument. I defy anyone to document a human study showing adverse health effects from BFR exposure – I won’t hold my breath waiting for the citation however.”

EIMA will continue to monitor whether the HBO special gains any traction.

FEATURED SPEAKER
SELECTED FOR EIMA
ANNUAL MEETING

Dr. Joseph Lstiburek, Principal at the Building Science Corporation, has been selected as the featured speaker for the upcoming EIMA Annual Meeting in Las Vegas, NV. Dr. Lstiburek, among other things, is

an ASHRAE Fellow and has been instrumental in the building sciences from air barriers and vapor barriers to a variety of building codes. Through his contributions to a variety of publications and

issues in the building industry, he will provide valuable information to all of the EIMA members, so don’t miss the opportunity to hear him again or for the first time, early next year.

EIMA

EIFS INDUSTRY
MEMBERS
ASSOCIATION

EIMA TELLS RISK MANAGERS THAT EIFS ARE HIGHLY RELIABLE

A panel discussion on insurance availability for EIFS was held during the 33rd annual IRMI Construction Risk Conference in San Diego on November 18. IRMI is the International Risk Management Institute. Appearing on this panel were former EIMA President Buck Buchanan, EIMA Executive Director Dave Johnston, Dave Dolnick of the Brady Companies, and Richard Andrews, formerly of the Zurich Insurance Companies. The panelists provided an overview of the problems of

insuring exterior wall claddings of all types, explained what EIFS are and its performance attributes, and offered suggestions of how insurance markets could better respond to provide more coverage at more affordable prices.

Ensuing discussion following the presentation showed: that many are unaware of the improvements that have been made to EIFS over the years and are unaware of the many variations of EIFS to meet various conditions, that the

construction design and procurement processes does have an effect on the quality of EIFS installation, and that it is important to retain an EIFS applicator who has personnel trained in EIFS application. An actual case study was presented that illustrated how the EIFS manufacturers, the applicator, the project owner, and the insurance carrier and broker worked together to secure insurance coverage that enabled the EIFS applicator to be competitive.



The twelfth international conference on Thermal Performance of the Exterior Envelopes of Whole Buildings XII was held on December 1-5. This conference presented two tracks: one on principles devoted to research studies and the other on practices,

BUILDINGS XII CONFERENCE FOCUSES ON CONTINUOUS INSULATION

which focused on practical application and case studies. During both tracks, papers on the most recent research were presented.

The papers presented focused on the development of high impact technologies and processes to be life cycle cost effective, and reduce energy use and environmental consequences. Papers demonstrated how their topics, on the

thermal performance of the exterior envelope of whole buildings, led to high performance buildings. Papers on case studies were unique and new. Papers in the practices track provided information on technologies ready for implementation and those in the principles track showed the promise of short to mid-term adoption of technologies.

EIMA ACTIVE IN ORGANIZING ASTM EIFS SYMPOSIUM

EIMA has provided significant in kind contributions toward the planning and execution of the ASTM symposium on EIFS that is being held on October 5-6, 2014 in New Orleans. Leading the organizational task force as co-chair for the symposium is Bill Egan

of BASF Wall Systems, who also serves as vice president and treasurer of EIMA. The task force recently reviewed over 25 abstracts that proposed papers to be presented during the symposium and not all were accepted for presentation at the symposium.

The day and a half event, that has the title "EIFS: Performance, Progress and Innovation", will focus on new advances that increase the performance of this extremely efficient exterior wall cladding system.

ADVOCACY UPDATES

EIMA continues to be engaged in several local advocacy cases around the United States. A re-write of the DeKalb County zoning ordinance has been deferred again after the Planning Commission deferred the case in November. Outreach is continuing and small improvements to the code, as it pertains to the building materials' section, have been made. Parex USA has one of their offices locat-

ed within the DeKalb County lines, and has been active in writing letters to both the County's Planning Commission and Board of Commissioners.

The City of Baltimore continues its review process of their proposed zoning ordinance (Council Bill 12-0152), with hopes of having final votes in late 2014. EIMA has discussed the concerns of the

EIFS industry with several city council members, in addition to providing education on the advancements of the wall cladding system. If you are interested in attending the upcoming working groups, please feel free to contact Scott Robinson at the EIMA office for a copy of the schedule.

EIMA ATTENDS BUILDING ENVELOPE TECHNOLOGY SYMPOSIUM

EIMA recently attended the RCI symposium entitled Building Envelope Technology, in Minneapolis, MN, on November 14-15. As EIMA continues to build relationships with other associations, including RCI, it will try to attend all events where EIFS is being discussed, or make sure members are in attendance. The agenda for the symposium included both presentations on NFPA 285 and another on panelized EIFS wall assembly systems.

The presentation on NFPA 285 raised red flags for several individuals in the room, including members of EIMA,

when references to EIFS and the Monte Carlo fire were made. Nothing was said about the specific fire other than showing a photo in the presentation, along with the comment that EIFS is highly flammable. At the conclusion of the presentation, Brock Osborn of Sto Corp. raised concerns with the presentation and the comments made by the presenter from the Henry Company. Clarification was given that EIFS was not the cause nor the reason for the Monte Carlo fire, and that the EIFS wall assembly was one of the first to successfully go through the stringent NFPA 285 fire test. Further, assur-



ances were given, after the presentation, that the presentation would be modified so incorrect assumptions could not be drawn from the comments pertaining to EIFS. EIMA representatives offered to assist in re-writing these sections of the presentation, but have not yet been taken up on this offer.

EIMA PARTICIPATES IN NVBIA GREEN BUILDING COMMITTEE

EIMA is a member of the Northern Virginia Building Industry Association, the local chapter of the National Association of Homebuilders.

Among the committees EIMA sits on is one focused on the advancement of green home

building. Topics have ranged from different types of energy ratings to insulation and R-values.

Early next year, EIMA will again be showing at the NAHB International Builders Show in Las Vegas, NV. The show is

slated for February 4-6. EIMA staff and representatives will have the opportunity to talk with hundreds of homebuilders about advancements in the EIFS industry, as well as addressing current issues they may be having with EIFS projects.

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EIMA WELCOMES NEW MEMBERS

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

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MARKET RESEARCH PRESENTED TO EIMA BOARD OF DIRECTORS AND COMMUNICATIONS AND EDUCATION COMMITTEE

Over the last several months, Grail Research has been conducting market research for EIMA to determine the buying process in the exterior wall cladding market. The direction given to Grail was to determine the overall market for EIFS and what advantages and/or disadvantages still exist for the EIFS industry. The research has now been finalized and is set to be presented to both the EIMA Board of Directors and the



Communications and Education Committee at a joint meeting in Washington, DC on December, 19th. Further plans

and actions will be determined at that meeting and reported to the larger membership in the following months. The study helps to frame both positive and negative perceptions that building owners, architects, and contractors have of EIFS, while suggesting some groups which EIMA can focus on with a revised message based on relevant, updated research.



*Wishing you a
joyous
Holiday Season
and
the very best
for the New Year!*

EIMA EIFS INDUSTRY
MEMBERS
ASSOCIATION

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