

EIFS BRIEFS

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Calendar

Construct 2015

September 30-October 3, 2015
St. Louis, MO

GreenBuild 2015

November 18-22, 2015
Washington, DC

ICC Annual Conference and Public Comment Hearings

September 27-October 5, 2015
Long Beach, CA

International Builders Show

January 18-22, 2016
Las Vegas, NV

ASHRAE 90.1 and Winter Meetings

January 22-26, 2016
Orlando, FL

ASHI Inspection World 2016

January 24-27, 2016
San Diego, CA

AGC Insurance & Risk Management Conference

February 1-3, 2016
Naples, FL

ICC FINAL PUBLIC COMMENT HEARING AT END OF SEPTEMBER

Several critical issues facing the EIFS industry will be taken up at the International Code Council's Final Public Comment Hearings, which will start on September 30 and conclude on October 5. The most prominent of these is the code change proposal offered by the Portland Cement Association which will ban the use of EIFS and vinyl siding due to the 'lack of resilience.' During the initial hearings before the ICC's Fire Safety Committee, the committee voted down this proposal.

This is the third time that the PCA has offered this proposal, having been defeated soundly



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twice in the code hearings for the International Energy Conservation Code. EIMA spoke in opposition at these hearings and were joined by the Vinyl Siding Institute, the American Iron and Steel Institute, the National Association of Home Builders and the Building Owners and Managers Association.

Another proposed code change of importance is one that will make an inappropriate standard for fluid-applied flashings apply to EIFS. This standard

has been developed by the American Architectural Manufacturers Association (AAMA) and is numbered AAMA 714. This proposal was approved by the Fire Safety Committee despite opposition from EIMA. EIMA believes that the language in AAMA 714 is not workable for the EIFS industry. EIMA is appealing this decision and has submitted a 'public comment' which will, if adopted, eliminate reference to AAMA 714.



EIMA CALLS FOR CHANGES TO FM GLOBAL DOCUMENT

Following several discussions, EIMA representatives again met with high ranking FM Global officials on August 7 in the Norwood, Massachusetts offices of FM. The last meeting of the two organizations took place on September 10, 2014 and largely focused on promoting changes to the

document "Understanding the Hazards: EIFS". Twenty-two comments have been submitted by EIMA, and each would help to update and improve the FM Global document as a whole.

At this meeting, EIMA again brought concerns to FM Glob-

al about the document, while also updating them on the advances in exterior insulation and finish systems today.

Bill Preston (Dryvit), Jesse Beitel (Hughes and Assoc.), Tom Remmele (Sto), and David Johnston (EIMA) attended the meeting on behalf of EIMA.

EIFS IN THE SPOTLIGHT: KNICKERBOCKER COMMONS— BROOKLYN, NY

Meeting the stringent standards of being a passive house, this affordable housing project will use an estimated 90% less energy than a comparable New York City building. It should be easy to understand why, this month, EIMA wants to shed the spotlight on this EIFS project in Brooklyn, NY, which has become only the second affordable housing passive house in the United States.

Knickerbocker Commons is a 24-unit, 6-story, 29,705 square-foot project that exemplifies what it means to be

energy efficient. The building was constructed with the Sto System: StoTherm ci Lotusan, which is an EIFS facade.

In addition to EIFS being selected for the building envelope, the design of the building itself shades the windows from the often excessive summer sun. While offering support to the 700-pound triple-pane windows, EIFS provides the appropriate insulation to keep the building's interior warm during the frigid winter months. All of these



characteristics help in pushing the project beyond the 75% energy savings required by national passive house standards.

EIFS IN THE SPOTLIGHT: LE MERIDIEN COLUMBUS, THE JOSEPH—COLUMBUS, OH



Located in the popular Short North neighborhood of Columbus, Ohio, Le Méridien Columbus, The Joseph, is highlighting several finishes from Dryvit Systems, Inc. and showing why it's this month's EIFS in the Spotlight.

The success and journey of this project provides an even

better story. In fact, EIFS was not the original choice for the building. Budget constraints eliminated brick veneer with metal panels, while energy codes that include con-

tinuous insulation requirements ruled out conventional stucco. Thanks to several of the benefits that EIFS achieves, Dryvit Outsulation® Plus MD with Custom Brick™, Reflectit™ and Limestone™ was able to meet the tight deadline and site constraints.

The 135 room boutique hotel, Le Méridien Columbus, The

Joseph, was completed in late 2014. The hotel is located in Columbus's trendy Short North neighborhood, consisting of 32,000 square feet of Dryvit Outsulation® Plus MD with Custom Brick™, Reflectit™ and Limestone™ finishes constructed with Fedderlite® panels. The panels were key to this project's successful completion. If field applied, scaffolding would have closed neighboring roads for around 8 months, a non-starter for city officials. The installation of the 1,200 panels took around 3 months, which only closed adjacent roads for about 2 weeks.

It's easy to see why this project has been so successful, and it's even easier to see why it's this month's EIFS in the Spotlight project.

GROWING COALITION AGAINST CONCRETE MASONRY CHECK- OFF BILL

A coalition consisting of the EIFS Industry Members Association (EIMA), Stucco Manufacturers Association (SMA), and the Vinyl Siding Institute (VSI) has announced the addition of two new members in an effort to halt any progress of H.R. 985. The Association of Wall and Ceiling Industry (AWCI) and the Steel Framing Industry Association (SFIA) are the latest to add their objections to this piece of legislation, which if passed, would give the concrete masonry industry a federally-sponsored advantage over other industries.

This coalition has been actively opposing H.R. 985 (H.R. 1563 in the last Congress), a bill to enable concrete masonry products manufacturers to establish, finance, and carry out a coordinated program of research, education, and promotion to improve, maintain, and develop markets for concrete masonry products. The bill was introduced at the request of the concrete masonry



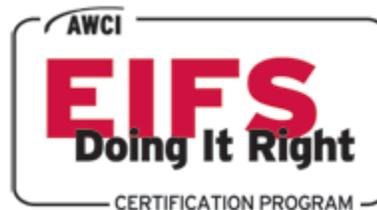
industry since many firms in this industry do not belong to organizations that contribute to concrete masonry research. This 'check-off' bill is to remedy the lack of industry participation by assessing all firms in the concrete masonry industry for this research. In essence, it amounts to the fostering of a government initiated and supported trade group. The report accompanying S. 429, an identical bill considered by the Senate in the last Congress, stated that the cost to the federal government was going to be \$4 million per year to oversee the

program. This is a federal subsidy.

The coalition will continue to recruit additional organizations whose members will be adversely affected by this bill. Additionally, the coalition will object to any progress the bill makes in Congress.

In addition to the coalition's objections, the National Association of Home Builders (NAHB) has submitted a letter opposing the bill.

EIFS DOING IT RIGHT SCHEDULED FOR OCTOBER



The next EIFS—Doing It Right® course will be held October 5-6, 2015, at Bally's Las Vegas in Las Vegas, Nevada. The registration deadline is September 14.

The program runs Monday and Tuesday from 7:30 am - 5 pm and offers instruction in generic EIFS installations according to industry standards. Those who pass the exam on the

second day receive a nationally recognized credential in one of three categories: EIFS Mechanic, EIFS Industry Professional or EIFS Inspector. There are pre-qualifications for each category.

Bally's is located in the heart of the Las Vegas entertainment district within easy walking distance of many popular casinos and attractions.

For more information about the course, download the brochure and application, go to www.awci.org/eifs or contact Sue Dolan at eifs@awci.org or 703-538-1612. **EIMA members receive a 10 percent discount**—contact Sue with the code EIMA15 once your application has been sent to receive the discount.

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EIMA MEMBERS LAND ON WALLS & CEILINGS TOP 50 CONTRACTORS LIST

The logo features the number '50' in a large, blue, 3D font. Below it, the word 'TOP' is written in a smaller, white, 3D font with a blue outline. At the bottom, the word 'CONTRACTORS' is written in a blue, sans-serif font.

In early August, *Walls and Ceilings* released their annual "Top 50 Contractors" list. The list is compiled on a yearly basis and asks contractors to explain why their companies should be included. With a growing number of submissions to be reviewed, EIMA wants to personally congratulate all of those who made the cut this year.

In addition to recognizing the entire list, EIMA wants to specifically call out the several who are also members of ours. With more and more contractors joining EIMA every year, it's important to recognize this segment of the industry whenever possible.

Special congratulations to:

F.L. Crane & Sons Inc.
Forks Lath & Plaster Inc.
James River Exteriors LLC
KHS & S West
Nevell Group Inc.
Shields Incorporated
Tarlton and Son Inc.
Trisco Construction Services

MEMBERSHIP RECOGNITION: CARTER BENJAMIN— WIND-LOCK CORPORATION

Since an organization's success can be traced back to the strength of its membership, EIMA recognizes its members who go above and beyond usual expectations.

Wind-lock Corporation provides useful tools, mechanical fasteners, and other products to the EIFS industry. In addition to regularly attending the EIMA Annual Meetings, Wind-lock representatives are active on EIMA committees and other association initiatives. Past recognitions include the 2014 EIMA Associate Member Award in Las Vegas, NV.

On this occasion, EIMA is shining the spotlight on Wind-lock's Executive Vice-President, Carter Benjamin, who joined Wind-lock in 1999. His prior experience involves spending nearly 14 years as a sales manager at Pitney Bowes. Carter is one of the longest serving members on EIMA's Communications and Education Committee and was recently tapped by the EIMA Board of Directors' President, Bill Kasik, as its new chairman.

Several members of EIMA deserve special recognition



and Carter Benjamin is one of them. We hope the next time you see Carter you thank him for his contributions to the EIFS industry.

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