

EIFS BRIEFS

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Calendar

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

EIMA 2016 Annual Meeting

May 4-6, 2016
Orlando, FL

2016 ANNUAL MEETING SLATED FOR MAY IN ORLANDO

The EIMA Board of Directors at its meeting in December approved an exciting new format for the 2016 EIMA Annual Meeting that will be held on May 4-6 in Orlando, Florida. The new format will add an extra day to this meeting to accommodate all the activities that are lined up. The meeting will be at the Omni Orlando Resort at Championsgate. The overall theme for this meeting is “Engage”, meaning that the meeting’s participants are encouraged to ‘engage’ in the meeting’s activities and to ‘engage’ in promotional activities for EIFS.

Scheduled over a 3 day period, the meeting will be a non-stop cavalcade of events in which participants can engage. The scheduled events span the spectrum from those that are educational and entertaining to those that are recreational. They are all married to networking opportunities that are the hallmark of EIMA annual meetings.

Of course, the annual Duncan Crowther Golf Tournament will be a major part of the meeting. For this annual meeting, the Board approved a recrea-

tional event for non-golfers, which will run concurrently with the golf tournament.

This meeting is the first time in at least 8 years that the EIMA annual meeting is not being held in conjunction with the AWCI Convention and the INTEX show, which is in New Orleans on April 16-19.

Registration for the meeting will open early next year and of course members and non-members alike are most cordially invited to attend.

Omni Orlando Resort at Championsgate

EIFS IN THE SPOTLIGHT: CHOCTAW CASINO AND RESORT—DURANT, OK

300,000 square feet is a worthy size for this EIFS in the Spotlight project.

Completed in August, 2015, the Choctaw Casino and Resort in Durant, Oklahoma incorporates multiple textures and colors; including a number of BASF specialty finishes.

The Choctaw Casino and Resort highlights three different building materials being used together. 250,000 square feet of the exterior wall is EIFS, while the remaining 50,000 square feet is a com-



ination of brick and stone. BASF's EIFS with Drainage was installed over its fluid

applied air/water-resistive barrier resulting in the benefit of a single-source warranty for the air/water-resistive barrier behind the multiple claddings; there was a similar warranty for the BASF sealant and EIFS.



In addition to BASF, the team consisted of Klai Juba Wald Architects, Manhattan Construction Company, Boral Building Products, and DMG Masonry & Plastering.

EIMA BOARD LOOKS AT INSURANCE EDUCATION



The EIMA Board has agreed that EIMA should develop materials that will educate the many stakeholders in the EIFS industry, including insurance representatives, about the complexities of obtaining insurance coverage. The goal is to improve the ability of

applicators to obtain insurance coverage for EIFS installations by providing helpful education about the insurance marketplace, particularly the application process. While it is intended for this information to be directed at coverage for EIFS, the materials will be

useful for applying for all insurance coverages. The Board wants this information to be previewed at the 2016 EIMA annual meeting, and its development will be guided by the EIMA Insurance Task Force.

ENERGY EFFICIENT FOAM COALITION ACTIVITIES AID EIFS INDUSTRY

EIMA is a member of the Energy Efficient Foam Coalition (EEFC), which has the goal of presenting facts about the use of foam for insulation in construction projects and to advance its use in the marketplace. The EEFC is managed by the American Chemistry Council (ACC) and has access to ACC resources such as media relations and government affairs specialists.

In December, the EEFC concluded a review of a manual for sustainable construction products and development produced by the architecture firm, Perkins & Will. This manual places several construction products in a dim light since these products do not meet Perkins & Will's definition of 'sustainable.' This includes foam insulation. Prior to the EEFC's review, many in the

foam industry noted that the Perkins & Will manual based some of its conclusions on erroneous facts. The EEFC review, in part, assessed the extent of these errors and how many there were. Once the review is released by EEFC, EIMA will provide to its membership the significant findings of the review.

MEMBERSHIP VISIT: WACKER CHEMICAL, ALLENTOWN, PA

An association is only as strong as its members - Wacker Chemical represents this strength.

EIMA staff was delighted to have the opportunity to meet with and tour Wacker Chemical in Allentown, PA on December 11. Wacker has been an Associate Member of EIMA for over 5 years, and has remained active in technical and industry-wide affairs.

While there, EIMA staff was given an overall look at what the different businesses within Wacker do and the many common products they have a hand in. The firm's contribution to the EIFS industry is one that EIMA appreciates greatly. EIMA looks forward to Wacker's growing involvement

in both the association and the industry.



MEMBERSHIP VISIT: SAINT-GOBAIN ADFORS, ALBION, NY

Celebrating its 150 year anniversary in 2015, Saint-Gobain Adfors has been a long time Associate Member of EIMA. On December 21, EIMA staff had the opportunity to tour the 2015 Associate Member of the Year's Albion, NY plant. As you know, Saint-Gobain Adfors is one of the leaders in the EIFS reinforcing fiberglass mesh. Though this specific product is not manufactured at the Albi-

on, NY plant several other products are, including a reinforcing product that can extend the life of pavements by 300%. Like EIFS, the product lines of Saint-Gobain Adfors might not always be visible in a building, but there is no doubt these innovations have made their mark on the construction industry.

Saint-Gobain Adfors has long

been a supporter of the industry, and EIMA hopes that continues in the years to come.



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EIMA TO SHOWCASE EIFS TO HOMEBUILDERS



For the third time in four years, EIMA will be attending the International Builders Show in Las Vegas, Nevada. In doing so, EIMA will be the sole exhibitor exclusively showcasing EIFS. The focus of the January event will be to highlight the benefits of the

exterior wall cladding while educating builders on specific questions.

Running from January 19-21, the International Builders Show again expects around 50,000 plus attendees. As part of the EIFS messaging,

EIMA will have a trade show booth that's been designed as part of the larger marketing campaign the association is engaged in.

If you plan to attend the show make sure to visit booth #S1862.

EIMA EXTENDS OUR BEST WISHES FOR A
HAPPY HOLIDAY SEASON
AND A NEW YEAR
FILLED WITH PEACE, JOY AND SUCCESS.

EIMA EIFS INDUSTRY
MEMBERS
ASSOCIATION

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