

EIFS BRIEFS

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Calendar

**ASHRAE 90.1
Committee Meeting**
March 9-11
Atlanta, Georgia

ABAA Annual Meeting
March 22-24
Baltimore, Maryland

**AWCI Convention
+ INTEX Show**
April 15-19
New Orleans, Louisiana

ICC Code Hearings
April 17-27
Louisville, Kentucky

NWCB Annual Meeting
April 27-30
San Diego, California

EIMA Annual Meeting
May 4-6, 2016
Orlando, Florida

EIMA BOARD TAPS
MURPHY AS PRESIDENT

At the December 16, 2015 EIMA Board of Directors meeting, R. Michael "Mike" Murphy of Dryvit Systems, Inc. was elected president for the 2016/2018 term. Mr. Murphy is a longtime EIMA member who has been active on many issues facing the association.

"EIMA has done an excellent job helping our industry address challenges and seize opportunity," said Murphy. "I'm honored to have been elected president and look forward to working with my

fellow officers from across our industry to help advance our important mission."

In addition to Mr. Murphy, the other positions are as follows: William Wagner, Vice President (Dow Construction Chemicals), Marty Parker, Treasurer (STO Corp), Peter Daechsel, Secretary (BASF - Wall Systems), Buck Buchanan, Manufacturer Director (Parex USA), Wes Hotchkiss, Director (L & W Supply), and Dave Neff, Director (Manning Materials).

2016 EIMA ANNUAL MEETING:
REGISTRATION IS NOW OPEN!

The Omni Orlando Resort at Championsgate is the home of the 2016 EIMA Annual Meeting. This year, the meeting will be held on May 4-6 with the theme "Engage".

Unlike past years, the agenda will be very different. Rather than an agenda full of committee meetings, the sessions will be offering updates on

specific initiatives EIMA has taken on. The launch of a new strategic marketing campaign and an EIFS insurance symposium are just a few of the reasons you should attend.

Attendees will leave the meeting with a firm understanding of the many projects EIMA has initiated and how they will impact the ever-growing EIFS industry.

Sponsorships are still available, but going fast. Contact Laurie Joseph at Ljoseph@eima.com for more information.

This will be the first time in at least 8 years that the EIMA annual meeting will not be held in conjunction with the AWCI Convention and the INTEX show.

REGISTRATION INFORMATION

Registration Fees for the 2016 Annual Meeting:

EIMA Members - \$395 / Non-Members - \$495

Golf Tournament:

EIMA Members and Non-Members - \$125 / Club Rental \$60

Alternative Recreational Event:

Alligator and Airboat Adventure - \$75

To register, please go to:
www.eima.com/events

EIFS IN THE SPOTLIGHT: TOP GOLF— LOUDOUN COUNTY, VIRGINIA

Last fall, Top Golf opened one of its newest locations in Loudoun County, Virginia. For those unfamiliar with this business, it's an interactive, all seasons driving range that among other things keeps score based on where you hit each ball. Not only that, but it has an extensive drink and dining menu along with other amusements to keep non-

golfers well-occupied. It is the ultimate hospitality party house for any occasion. The best part about this new Loudoun County business is that it's clad with energy efficient EIFS.

EIFS in the Spotlight was designed to highlight the projects that stand out above the competition, and this business does just that.

The 20,000 sq/ft project was completed in September, 2015 using a Sto Therm ci Essence system. In addition to the energy efficiency benefits of EIFS, the building showcases design and aesthetic appeal to visitors.

The project team consisted of:
EIFS Manufacturer:
Sto Corp.

Distributor:
Kenseal Construction
Products (Chantilly)

Architect:
Aria Group Architects

Applicator:
Century Contracting

Contractor:
Arco Murray Construction
Company

EIMA is glad to call this Virginia Top Golf an EIFS in the Spotlight project.



EIMA JOINS ALLIES BLASTING UL REPORT

EIMA has joined with its industry allies in protesting the manner in which a report of Underwriters Laboratories (UL) has been allowed be used as the basis for a code change that would essentially ban the use of foam insulation for EIFS and other exterior wall cladding such as vinyl siding. The report was based, in part, on a series of fire tests that were conducted at UL's Northbrook test facility. The results of these tests were reported in UL's report "Study of Residential Attic Fire Mitigation Tactics and Exterior Fire Spread Hazards on Fire Fighter Safety." This

report is a compilation and analysis of thirty-two wall fire tests, three eave/wall fire tests, eight full-scale attic fire tests and three knee wall and attic field experiments.

Since the publication of the test report, EIMA and its allies have questioned some of the specific test fire parameters and the appropriateness of the construction materials used especially with respect to their actual use. In the letter that was sent to UL, the question was raised how a project funded through the Firefighters Grant Program with the intent of improving firefighting tactics

and standard operating procedures to improve fire fighter safety became focused on regulation of building materials through the building code.

This report was used as the basis for a code change proposal that was offered during the 2015/2017 Code Change Cycle for Group A codes that includes the International Building Code. This code change proposal was defeated at the last hearing, and EIMA will continue to speak against and oppose these kinds of proposals.

EIMA IMPRESSES AT INTERNATIONAL BUILDERS SHOW

EIMA exhibited at the recent 2016 International Builders Show (IBS) that ran from January 19-21 in Las Vegas. This marks the 3rd time in 4 years that EIMA has exhibited at this show, and the growing numbers of interested homebuilders proved once again why the association's presence was important. Joining EIMA staff was Brett Henry, who is a field service manager for Dryvit Systems, Inc.

The EIMA exhibit also marked the soft launch of the new marketing campaign entitled, "EIFS: A Hero Hidden in Plain Sight". The campaign was well-received by attendees, driving many to ask further in-depth questions about the system.

In addition to EIMA's exhibit, several association members attended the show. It was great to have representatives from BASF, Dryvit Systems,

Inc., Sto Corp, Parex USA, Adfors and others stopping by the booth during the week.

Based on the large number of sincere questions about EIFS, the show was a success. EIMA looks forward to its participation again next year to further educate and encourage construction of homes clad with EIFS. If you attend next year's show in Orlando, you are encouraged to drop by the EIMA booth.



EIMA CONTINUES CAMPAIGN FOR USE OF TESTED MATERIALS IN EIFS

There are many priorities that EIMA will pursue in 2016. One significant initiative is to call the construction industry's attention to the need to use an EIFS system from one manufacturer whose EIFS components are fully tested as one

system. EIMA has a policy on this subject, the title of which is "EIFS Compliance Requires Tested Materials." A copy of EIMA's policy on this subject was enclosed with each dues invoice that was sent out to the membership. This is only

the beginning of the drive to call the construction and real estate industries' attention to this critical need to use the tested materials that are furnished by one EIFS manufacturer.

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WELCOME NEW ASSOCIATE MEMBERS

GRACO, INC.

88 11th Avenue, NE
Minneapolis, MN 55413
Tel: (612) 623-6000
www.graco.com



VINYL CORP.

8000 NW 79th Place
Miami, FL 33166
Tel: (305) 477-6464
www.vinylcorp.com



EIMA LOSES FIRST APPEAL ON FLUID-APPLIED FLASHING STANDARD

EIMA has lost an appeal to the American Architectural Manufacturers Association (AAMA) protesting the procedures that were used to develop a standard for fluid-applied flashings, AAMA 714. Although AAMA

714 states explicitly that it does not apply to EIFS, it does apply to those fluid-applied flashing products manufactured by EIMA members used in applications other than EIFS. The appeal will now go to an independent re-

view panel for its review. If this is not successful, the last recourse is a protest to the American National Standards Institute (ANSI).

MEMBERSHIP RECOGNITION: BRETT HENRY— DRYVIT SYSTEMS, INC.

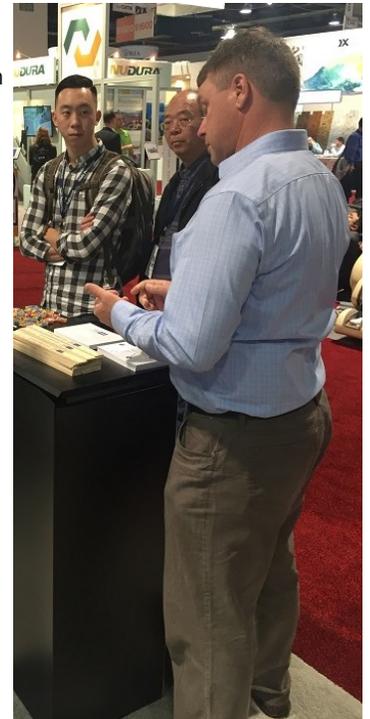
Last month, along with several EIMA members, EIMA returned to the International Builders Show in Las Vegas. The week-long event is attended by tens of thousands of home builders looking for the latest technology and advancements in the residential market.

In addition to EIMA staff, Brett Henry watched over the booth and discussed the many technical benefits of EIFS with

attendees. Brett is a field service manager for Dryvit Systems, Inc. which makes him an important asset for highlighting the industry during the exhibit.

EIMA has attended the National Association of Home Builders' annual show for three of the last four years, and Brett has been present for each one. While using his experience in the field, he is able to explain with first-hand experience how exterior insulation and finish systems are applied and perform. While representing EIMA, Brett is always the first to highlight the association's 4 manufacturers.

The assistance and impact Brett Henry provided at the recent International Builders' Show is very appreciated.



EIMA

EIFS INDUSTRY
MEMBERS
ASSOCIATION

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