

EIFS BRIEFS

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Calendar

AIA Convention and Expo
Philadelphia, Pennsylvania
May 18-21

NFPA Convention
Las Vegas, Nevada
June 13-16

ASHRAE Convention
St. Louis, Missouri
June 24-29

*Building Owners and
Managers Association
Convention*
National Harbor, Maryland
June 25-29

EIMA is proud to share and announce the launch of the "Hero" campaign. The campaign's goal is to educate the architect community and others on the wide-array of benefits that accompany an EIFS project. You can follow the campaign on social media, the EIMA website, EIFS Briefs and Industry News, and in publications in the coming months.

EIFS: A hero hidden in plain sight.

DRYVIT SHOWCASES DESIGN AND SUSTAINABILITY WITH EIFS IN THE SPOTLIGHT PROJECT

Cost savings, energy efficient, sustainable, one warranty, a single trade, and several finishes rarely all seem to be on the table at once. The use of EIFS, more specifically Dryvit's Outsulation® Plus MD System, showed each of these were attainable and more.

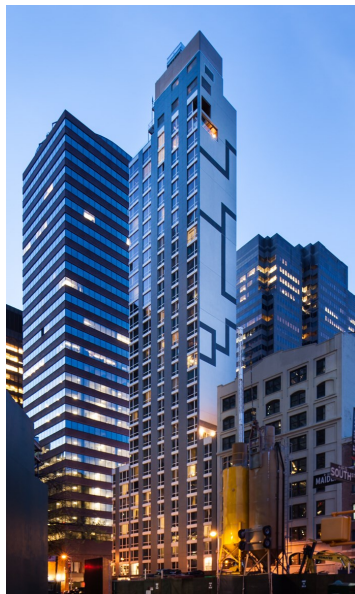
Completed in 2007, The Stratford at Kenwood, Cincinnati, OH appears to be a combination of several building materials, but in fact is all EIFS. Dryvit's TerraNeo® finish, Limestone™ finish and DPR™ finish were all used across the building's 180,000 square feet to showcase the appearances of granite, limestone, and stucco. Beyond the



noticeable aesthetic appeal, the EIFS provided cost savings that would be near im-

possible to achieve with heavier materials.

PAREX HIGHLIGHTS BIG CITY APPEAL WITH EIFS HOTEL



Bernstein Associates, photographer

Manhattan's Financial District welcomed the latest *EIFS in the Spotlight* project from Parex USA in April 2015, and its stunning appearance is hard to miss in this busy location.

If the windy conditions and winter temperatures weren't complicated enough, the New York City traffic created its share of challenges for the construction crews. However, the end product of Parex Standard WaterMaster System, Parex 121 Wet Base Coat & Adhesive, and the desirable Parex DPR Standard Acrylic Finish in 537 Rio Sand are now showing an impressive finished product.

Standing tall, the 32 story building offers 184 guestrooms and overlooks neighboring Brooklyn and the East River. Located near the One World Observatory at the Freedom Tower, this Fairfield Inn & Suites by Marriott will be showcasing its EIFS to large numbers of guests in the coming years.

EIMA commends Parex USA for this noteworthy project in New York City.

EIMA PROTECTS INDUSTRY INTERESTS AT ICC HEARINGS



The International Code Council's 2016 Committee Action Hearings (CAH) for Group B codes was held in Louisville, Kentucky from April 17 to April 27 to consider code changes to the International Residential Code, the International Fire Code, and the International Energy Conservation Code. The CAH Code B codes are the second round in the ICC process for revising

the current edition of the I-Codes.

EIMA and its allies were able to defeat several code changes proposed during the hearings that could have negatively impacted the EIFS Industry. For example, two code changes that EIMA worked closely with its allies to oppose included a proposal to require a 1/2 inch thermal barrier to be

placed on the exterior of the foam insulation, and a proposal to allow the use of insulation without flame retardants in certain installations below grade. Both code proposals were soundly defeated at the hearings.

The next step is the official committee action results and the opening of the Assembly Floor Motion Voting period for a two week period in May.

EIMA TALKS INSURANCE IN CHICAGO

Building toward a successful EIFS Insurance Symposium at the 2016 EIMA Annual Meeting, EIMA staff traveled to Chicago on March 15 and 16 to discuss coverage and plans with different insurance companies.

On March 15, a meeting was scheduled with Vela Insurance Services to discuss their continual support of EIMA and the EIFS industry. The conversation was also to discuss the layout of the insurance symposium and the wide support Vela was offer-

ing. There is optimism that more insurance companies and providers will make the strides that Vela has in the coming years.

On March 16, a meeting was scheduled with CNA Insurance to explore the reasons why it is not currently providing coverage for EIFS projects. A presentation was given emphasizing the benefits of the system and the advancements of the last 15 years. Topics such as energy codes, moisture and thermal tests completed at Oak Ridge Na-

tional Laboratory, and system specific questions were all addressed. While it was expressed that CNA has recently worked on some EIFS projects, there are no immediate plans to change their existing policies. All of that said, there was an appreciation for the efforts being made to better educate the insurance industry on EIFS.

The EIFS Insurance Symposium will touch on many of the topics that were discussed during the Chicago meetings.

EIFS Industry Members
Association, Inc.

513 West Broad Street
Suite 210
Falls Church, Virginia 22046-3257

Toll Free: 800-294-3462
Fax: 703-538-1736
E-mail: eifsinfo@eima.com

www.eima.com

EIMA PRESENTS YEAR OF SUCCESSSES TO COMMITTEE DURING AWCI AND INTEX

Even though the EIMA Annual Meeting wasn't held in conjunction with AWCI this year, it didn't keep EIMA staff from attending the meeting to provide a series of updates on the successful EIFS industry campaign.

EIMA's director of public affairs, Scott Robinson, attended the EIFS Doing it Right and EIFS and Related Products

meetings to participate in discussions with the attendees. During both meetings he presented information on recent initiatives with goals to better educate and inform the architect community about the benefits of EIFS.

During the EIFS and Related Projects Committee Meeting, Robinson updated the com-

mittee on marketing and technical successes from the last year, and provided insight into what people should expect in the coming months. He also shared information on the EIMA Annual Meeting, highlighting the Insurance Symposium being held on May 5.

EIMA STALLS ONEROUS WRB STANDARD

At the meeting of the ASTM Performance of Buildings Committee meeting in San Antonio, Texas on April 10-14, EIMA representatives help stave off passage of a new standard specification for fluid-applied air and water-resistive barriers. The source of EIMA objections is that high-successful water-resistive barriers that have been manufactured by EIMA members for years and which have performed magnificent-

ly will be threatened by the new standard. The proposed new standard specification has been amended to contain requirements for a crack bridging test that not all WRBs in use today can meet. The proposed specification will also mandate an elongation test for the WRBs, again, which not all WRBs currently manufactured can meet after the specification is formally adopted.

Progress on the specification stopped during the meeting after another opponent cautioned that the specification's adoption by ASTM would place ASTM in a legally precarious position since the opponent argued that a specification cannot be amended to exclude currently used products. ASTM will need to review this claim prior to the next meeting of the Performance of Buildings Committee in October.

SAVE THE DATE: HIGH PERFORMANCE BUILDING WEEK

The EIFS Industry Members Association is a proud sponsoring member of the High Performance Building Coalition, and with that we are happy to share that High Performance Building Week (#HPBWeek) has been set for

June 13-17 in Washington, DC.

Take a look at last year's event, and then follow @HPBCCC on Twitter for updates as information is made available.



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