

EIFS BRIEFS

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Calendar

GreenBuild 2016
October 5-6, 2016
Los Angeles, CA

ICC Annual Conference
October 16-18, 2016
Kansas City, MO

ICC Building Safety & Design Expo
October 16-17, 2016
Kansas City, MO

ICC Public Comment Hearings
October 19-25, 2016
Kansas City, MO

ASTM Committee Week
October 23-28, 2016
Orlando, FL

MESH MATTERS CAMPAIGN LAUNCHING THIS FALL

Using improper mesh directly can cause numerous issues in EIFS systems, and we must ensure that it does not continue to happen.

Throughout this campaign, EIMA will focus on educating audiences about the use of proper, tested mesh to ensure it is constantly applied throughout the market. The campaign will work to demonstrate to the audience that “Mesh Matters” and using non-code compliant reinforcing mesh could result in dramatic outcomes for building occupants (due to the fact that it is not meeting the requirements of ASTM E2568, one of which is fire testing). To engage and motivate the audience the campaign will:

- Build awareness around the use of improper mesh and the impact its can have on buildings.



- Drive familiarity of EIFS systems and what sets them apart from other cladding systems when properly tested and installed.

Through content and story opportunities, position EIMA and its members as leaders in the topic of proper, tested mesh and its importance to building code compliance and safety.

In short, all products used to apply EIFS on a given project should be manufactured or supplied by a single EIFS manufacturer as part of a system of integrated products. While some materials such as reinforcing mesh may appear to be generic and interchangeable, in fact, using untested substitutes can result in unknown and, in some cases, very serious performance deficiencies.

2017 AWCI-EIMA's Excellence in EIFS Construction Quality Award

CALL FOR ENTRIES

Do you have an award winning EIFS Project you would like to promote?

Nominations are now being accepted for the 2017 AWCI-

EIMA Excellence in EIFS Construction Quality Awards. The August 15 deadline has been extended to September 7. Hurry and submit your nomination today! Applications

can be found at:
<http://www.awci.org/pdf/awci-awards-application-eifs.pdf>
Entries are limited to systems manufactured by EIMA members only.

EIMA

EIFS INDUSTRY
MEMBERS
ASSOCIATION

EIFS IN THE SPOTLIGHT: DRYVIT SYSTEMS, INC.

The recent recipient of the Northwest Wall & Ceiling 2016 award in the Exterior Commercial Category is also this month's EIFS in the Spotlight project. Each month, EIMA highlights the design excellence of an exterior insulation and finish system in action, and this month we're impressed with the Marriott Residence Inn University District, in Seattle, WA.

Neighborhood compatibility issues were overcome with the use of several specialty finishes by Dryvit Systems, Inc. Applied Restoration, Inc., the contractor for the project, utilized Dryvit's Outsulation Plus MD system



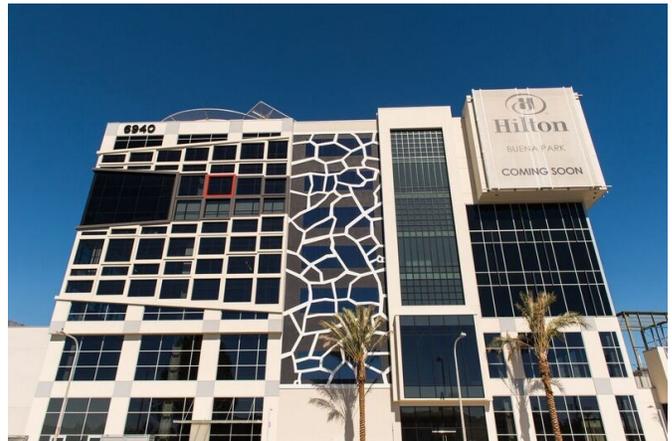
with Custom Brick, Reflectit, and Limestone finishes.
The Marriott Residence Inn

University District is a strong testament to the architectural design capabilities that exist with EIFS.

EIFS IN THE SPOTLIGHT: PAREX USA

Sharp angles, straight lines, multiple colors, and a modern urban design are all descriptions of this *EIFS in the Spotlight* project. The Source, in Buena Park, CA, is showcasing why an exterior insulation and finish system was the right cladding for the job.

The mixed-use project is made up of 800,000 square feet of Parex and Parex USA EIFS products. Large obstacles were faced during the planning process. The team was faced with keeping costs manageable, while meeting requirements that could have ballooned prices out of reach.



The team behind this project used the versatility of EIFS to address these concerns and

push this project closer to the finish line.

EIMA CONTINUES TO PARTNER WITH YOUNG ARCHITECTS

Over 300 architecture students attended the 2016 American Institute of Architect Students (AIAS) Grassroots Leadership Conference in Washington, DC, this past

July. Among the supporting attendees were members of EIMA staff. EIMA has partnered with AIAS for the past year, which allows for a direct channel to educating young architects with

industry updates. This gathering in July was an additional opportunity to be face-to-face with the leadership of the group, including their executive director.

ADVOCACY EFFORTS STEP UP IN TWO JURISDICTIONS

Thanks to members in Bloomington, MN and Lincoln County, NC, the EIFS Industry Members Association has been made aware of two local jurisdictions that are restricting the use of EIFS in their building and zoning codes.

Bloomington, MN is the home of one of the more well-known EIFS projects, the 'Mall of America'. EIMA staff has been working with city officials and have already begun discussing concerns and remedies. Additional comments from city departments are forthcoming, at which time EIMA will offer a

complete response with updated information pertaining to the superior performance of EIFS.

Lincoln County, NC is another case that has been recently opened for investigation by EIMA. Thanks again to mem-



bership being active on the ground, EIMA staff has been in contact with both the planning and zoning departments on specific language concerns. It's important to note in this case that stucco is permitted, while restrictions exist against EIFS. Additional research on the premise for this code language is still being looked into, and communication with staff is ongoing.

EIMA will continue to support members who are hitting roadblocks with codes and ordinances that prohibit the overall acceptance of EIFS.

EIMA PRESENTS TO VELA INSURANCE UNDERWRITERS

Working to inform the insurance industry about the recent advances in EIFS, the EIMA Ad Hoc Insurance Task Force provided the underwriters of Vela Insurance Services on August 30 with detailed information about the benefits of the new EIFS. The purpose of the meeting was to educate

insurance underwriters about EIFS and to dispel myths about the system. The presentation focused on the many attributes of EIFS, including energy efficiency and durability, and illustrated the strenuous testing that EIFS has undergone and the code requirements that it must meet.

The EIMA Ad Hoc Insurance Task Force is led by former EIMA president Buck Buchanan of ParexUSA. He was accompanied by Terry Viness of Sto Corp., Bill Preston of Dryvit Systems, and EIMA Executive Director Dave Johnston.

EIMA MEMBER INTERTEK CONDUCTS SEMINAR

On August 11, Intertek, the fire testing laboratory, held a Fire Testing & Commissioning Seminar at its York, Pennsylvania facility. The by invitation only, day-long program featured presentations on building commissioning and the fire testing standards that are most commonly utilized in building codes, with an emphasis on NFPA 285. The classroom style education format allowed participants to gain a solid understanding of the importance of these standardized tests and how prod-

ucts and systems benefit from undergoing them. The afternoon session of the seminar featured a presentation on the important role certification and certification marks from third party testing laboratories like Intertek play in helping code officials ensure compliant building products are being properly used in the built environment. EIFS and metal composite materials (MCMs - panels) were the two most referenced systems during the seminar. EIMA staff attended this worthwhile pro-



gram and came away very impressed by the wealth of information provided by this prominent EIMA member.

FEDERAL PROCUREMENT RULES CHANGED TO HELP SUBCONTRACTORS

On July 14, the Federal Acquisition Regulatory (FAR) Council announced in the *Federal Register* that the Federal Acquisition Regulations will be amended to help protect small business subcontractors who are submitting bids to prime contractors for federal projects. The amendment will require prime contractors to make a good faith effort to

utilize their proposed small business subcontractors during the performance of a contract to the same degree that they relied on small business contractors to prepare and submit bids or proposals. If a prime contractor is unable to make a good faith effort to utilize a small business subcontractor, the prime contractor is required to explain in

writing to the federal contracting officer, within 30 days of contract completion, its reasons for being unable to do so. Although this is short of mandatory subcontractor listing, it is good news for subcontractors because the work that they supplied during bid preparation will not go unchallenged if their bid is not used.

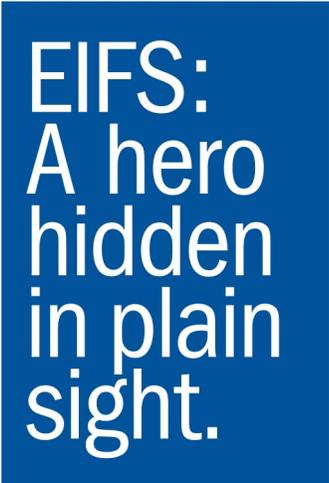
THE HERO CAMPAIGN FLIES INTO NEXT PHASE

For the past 10 months, Function PR has worked on creating and implementing the 'Hero' campaign. This campaign has largely focused on intriguing and educating the architect community with information on how EIFS can be the solution to many modern date challenges.

While the first phases of the campaign included the slogan 'EIFS: A hero hidden in plain sight', the next phase will

show the campaign in action.

Additional forms of communication will be used that will certainly get the attention of both young and experienced members of the architect community. This phase will drive action while showing a campaign that comes to life addressing everyday obstacles. Be prepared for a busy couple of months, and keep an eye on the 'Hero' subpage of the EIMA website.



EIFS:
A hero
hidden
in plain
sight.

ANSI APPROVES REVISED EIMA STANDARDS DEVELOPMENT PROCEDURES

EIMA recently revised its Operating Procedures for Standards Development to conform with the changes made to the 2016 edition of the American National Standards Institute's (ANSI) Essential Requirements. As a result of these revisions, EIMA received offi-

cial notice from ANSI on August 23 that EIMA's operating procedures are now in compliance with the ANSI Essential Requirements and EIMA has been reaccredited as an ANSI-Accredited Standards Developer (ASD). EIMA greatly values its membership in ANSI and its

status as an ASD, and is looking forward to continuing its work with ANSI to complete the ANSI/EIMA 99 A - 20XX Standard for Exterior Insulation Finish Systems (EIFS) and EIFS with Drainage.

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EIMA MEMBERS ATTEND FLORIDA WALL & CEILING CONTRACTORS ASSOCIATION SHOW

The Omni Championsgate, Orlando, Florida was not only the home of the 2016 EIMA Annual Meeting, but a short couple of months later it hosted the annual FWCCA Convention and Trade Show.

Again this year, EIMA staff and members ascended on the meeting to discuss the EIFS industry. All tiers of members were in attendance, from manufacturers and associates to distributors and con-

tractors to voice their strong support of EIFS. Additionally, EIMA Board of Directors and Dryvit Systems President, Mike Murphy, attended the convention.

The importance of a well-educated and trained contractor force is a crucial focus of the EIFS industry. EIMA will continue to promote programs to engage this membership group, while working rigorously to address the obstacles they face on a daily basis.



CLADDING CONUNDRUM: EIFS VS. BRICK

When it comes to EIFS, energy efficiency is king. As a continuous insulation system, EIFS has the unique ability to provide a level of thermal efficiency that no other cladding system can duplicate. With fewer transitions and fewer penetrations throughout the system, EIFS prevents heat loss

through walls. While brick is a quality cladding product, insulating benefits and energy efficiency of EIFS are superior. From performance to overall environmental impact, EIFS continues to provide cladding qualities that competitors just can't match.

With lower material costs and greater energy savings, EIFS is an excellent choice for exterior cladding in both commercial and residential applications. Read more at blog.eima.com.

Save the Date

EIMA 2017 Annual Meeting
March 26-29, 2017

Mandalay Bay Resort & Casino
Las Vegas, Nevada

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MEMBERS
ASSOCIATION

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