

# EIFS BRIEFS

## INSIDE THIS ISSUE:

ICC Code Hearings	2
EIFS in the Spotlight	2
EIMA Hosts Japanese	3
Recap of GreenBuild	3
EIMA Sponsors ICC Golf Event	4
Membership Committee Meets	4

## Calendar

### *IRMI Construction Risk Conference*

November 7-9, 2016  
Orlando, FL

### *Buildings XIII Conference*

December 4-8, 2016  
Clearwater Beach, FL

### *International Builders Show*

January 10-12, 2017  
Orlando, FL

### *2017 EIMA Annual Meeting*

March 27-29, 2017  
Las Vegas, NV

## ONEROUS WRB STANDARD STALLS AND EIFS RELATED STANDARDS PROGRESS AT ASTM MEETINGS

Members of EIMA's Technical and Research Steering Committee and EIMA staff attended key ASTM subcommittee meetings on October 24 -26 in Orlando, Florida. ASTM, through its Performance of Buildings Committee, develops and maintains several standards that are relied upon by the EIFS industry.

The ASTM Air Leakage and Ventilation Performance Subcommittee, which is considering a proposed Standard Specification for Membrane Forming Fluid Applied Air and Water Resistive Materials, met on October 25. This proposed standard specification has the potential to create a huge problem for the EIFS industry because the fluid applied air and water-resistive barriers (WRBs) that EIMA

EIFS manufacturers produce may be precluded from being used on concrete and masonry substrates due to the inclusion of crack bridging criteria that would be difficult for these WRBs to meet. During the meeting, EIMA made considerable progress when it was able to convince the subcommittee to make the crack bridging criteria a declared property, instead of a requirement for concrete and masonry substrates.

However, progress on the specification stalled when the majority of the subcommittee members agreed that labeling requirements, requiring manufacturers to detail a means to identify their installed product on each liquid material container, were problematic. This was an extremely conten-

tious issue at the meeting, resulting in the meeting being stopped at one point until a decision was made to continue with the remainder of the meeting. As a result, the standard specification will now need to be re-balloted with any negative votes to be considered by the subcommittee in April 2017.

EIMA members also participated in an October 25 meeting of the Exterior Insulation and Finish Systems Subcommittee and advanced work items revising the Terminology for EIFS and the Specification for PB EIFS. The EIFS Subcommittee also agreed to refine a work document revising the Guide for Detailing of EIFS-Clad Wall Assemblies for consideration at its next meeting in April 2017.

## INSURANCE COVERAGE FOR EIFS IN WALLS AND CEILINGS MAGAZINE

A recap of the contents from EIMA's successful EIFS Insurance Symposium is contained in the October 2016 issue of *Walls and Ceilings* magazine. The article covers the topics that EIFS applicators find most

troubling about obtaining general liability coverage for their operations. The two page article was compiled by Dave Johnston, EIMA's executive director. The symposium was held as part of EIMA's 2016

annual meeting held in May. A video of the entire symposium can be accessed via the EIMA website: <http://www.eima.com/eifs-insurance>.



EIFS INDUSTRY  
MEMBERS  
ASSOCIATION

## LATEST ICC CODE HEARINGS YIELD BENEFICIAL RESULTS FOR EIFS INDUSTRY

The International Code Council's 2016 Public Comment Hearings for Group B codes was held in Kansas City, Missouri from October 19 to October 25 to consider code changes to the International Residential Code, the International Fire Code, and the International Energy Conservation Code for the 2018 editions. The Code B codes are the second round in the ICC process for revising the current edition of the I-Codes, and the hearings are the final opportunity for stakeholders to present an argument for or against proposed code changes.

EIMA and its allies were able to defeat several code changes proposed during the hearings that could have negatively impacted the EIFS

Industry, including a proposal that would have allowed the use of insulation without flame retardants in certain installations below grade. The voting members agreed with the ICC Residential Building Committee's ruling that having two different types of insulation, one with flame retardants and one without flame retardants, could lead to confusion on the job site and increase the chances of insulation without flame retardants being incorrectly installed above grade. EIMA also opposed a proposal that would have limited exterior wall coverings from projecting more than 4 inches into the minimum fire separation distance. This would have been problematic for the EIFS industry because it would have limited the thickness of the insulation that

could be utilized to comply with the redefined fire separation distance. Both code proposals were rejected at the hearings.

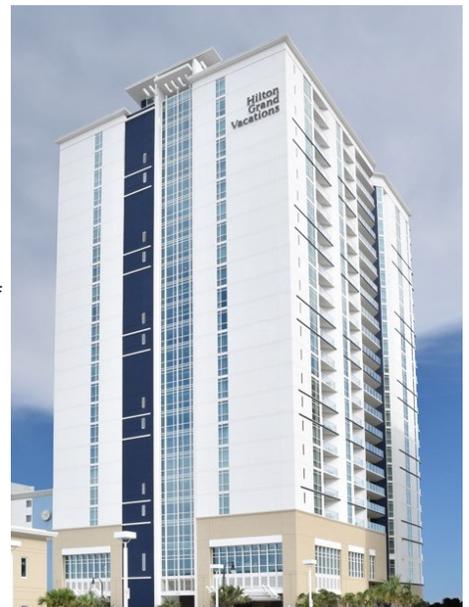
Since both of these proposals were also rejected during the ICC's Committee Action Hearings in the Spring, the proponent of the changes had to modify them slightly with a public comment in order to bring them back for consideration at the Public Comment Hearings. The disapproval of these proposals before an assembly of ICC members now places a double negative recommendation on these proposals, which greatly reduces the chances of them being approved during remote electronic voting by the entire ICC membership.

## EIFS IN THE SPOTLIGHT: OCEAN 22, MYRTLE BEACH

Located on the shores of South Carolina's coast and steps away from the boardwalk, restaurants, and Ferris wheel is Ocean 22; the tallest vacation resort constructed at Myrtle Beach in the past eight years. Standing 22 stories high, the 230-unit Hilton Grand Vacations Club resort provides spectacular, unobstructed views of the Atlantic Ocean. The building, with its clean lines and contemporary urban beach-inspired design is clad with over 100,000 sq. ft. of BASF Senergy Channeled Adhesive Design EIFS. This energy efficient, lightweight system includes Senershield-R, BASF Senergy's fluid applied air/water-

resistive barrier for secondary barrier and air leakage control.

Visitors to the resort are greeted by finish colors surrounding the building that replicate the darker and lighter shades of the beach's sand. At the West elevation, the earth tones are contrasted with a dark blue vertical highlight. BASF's high performance Chroma finish was selected for this application.



# EIMA HOSTS JAPANESE DELEGATION

On September 28, a delegation representing the Japan Association of External Insulation visited with EIMA staff to discuss EIFS in the United States. Led by Hideki Shibaïke (JAEI) and David Johnston (EIMA) the discussion provided an update on the overall landscape and recent success stories of EIFS, and potential partnerships that may exist in the future between the two organizations.

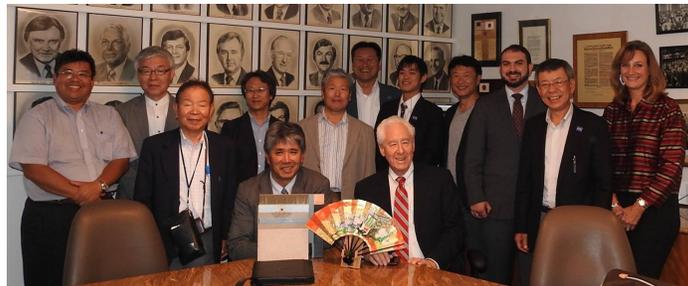
The Japanese delegation was presented with an overview of the technical and marketing initiatives EIMA has undertaken, including recent victories on both fronts. Following these presentations a tour of several EIFS buildings in Northern

Virginia wrapped up the afternoon. The tour focused on different urban and suburban buildings that showcased the wide-array of EIFS finishes and textures.

EIMA looks forward to continuing conversations with JAEI and future partnerships the two organizations may take part in.



David Johnston and Hideki Shibaïke



# RECAP OF GREENBUILD

The yearly GreenBuild conference and expo is the world's largest sole green building event. GreenBuild brings leaders in the building industry together to discuss and educate one another on sustainability and green practices. For the first time, EIMA attended the show as an exhibitor, as well as a regular attendee.

During the week of events on October 4-7, EIMA staff met

with architects, contractors, building industry media outlets, other associations, and association members to discuss exterior insulation and finish systems. The show not only provided another opportunity to point out the energy and sustainability benefits of the system, but also to discuss several recent pieces of news to publications like Architectural Record, Architectural Products, Construction

Specifier, and Building Operating Management, among others.

The results of the show can be regarded as a highly productive endeavor for EIMA. The next trade show in which EIMA will participate is January's International Builder's Show in Orlando, FL.



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](mailto:eifsinfo@eima.com)

[www.eima.com](http://www.eima.com)

## EIMA SPONSORS 2ND ANNUAL RON BURTON GOLF TOURNAMENT

EIMA was a major sponsor at the Second Annual Ron Burton Golf Tournament that is a benefit for the International Code Council's Past Presiding Officers' Council. The proceeds from this tournament, which was held on October 16 in conjunction with the ICC convention and code hearings, go to advancing the education of new code officials and to attract new ones to the profession. The tourna-

ment is named in honor of the late Ron Burton who headed up code departments for the National Association of Home Builders and the Building Owners and Managers Association. Mr. Burton advanced the premise that building codes must be reasonable to all, achievable and cost-effective.



## EIMA MEMBERSHIP COMMITTEE MEETS

The EIMA Membership Committee has been hard at work in recent months. With its focus this year on membership development, the committee is evaluating ways to get EIMA members more involved in taking advantage of the many benefits of membership.

As a first step, and to better understand the needs and expectations of the membership, the committee is plan-

ning to conduct a brief, online survey of EIMA members in the upcoming weeks. The primary goal of the survey is to assess the membership's awareness level of what EIMA has to offer.

Once the results of the survey are formulated, the committee hopes to have a clear understanding what members value most about their membership in EIMA, and what benefits are being utilized.

This information will be beneficial in moving forward with promoting services and increasing program participation,

Please be on the lookout for the online survey in your inbox. Your feedback will be important to the committee's work in making sure the value of your membership investment in EIMA is maximized.

**EIMA** EIFS INDUSTRY  
MEMBERS  
ASSOCIATION

© 2016 EIMA

