

# EIFS BRIEFS

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**Calendar**

*EIMA Annual Meeting*  
March 27-29, 2017  
Las Vegas, NV

*AWCI Convention + INTEX Expo*  
March 26-30, 2017  
Las Vegas, NV

*AIA Conference on Architecture 2017 Expo*  
April 27-29, 2017  
Orlando, FL

## 2017 EIMA ANNUAL MEETING TO FOCUS ON EIFS CONTRACTORS

The 2017 EIMA Annual Meeting returns once again to the Mandalay Bay Resort and Casino in Las Vegas on March 27 -29.

The overall theme for the meeting is one that we know you will want to identify with: "Be a Hero." Over the three day meeting, there will be contractor-focused programs and events in which you can learn value-added techniques and ideas to take back to your firms to truly "Be a Hero." Key agenda topics include how to pick profitable EIFS projects, how EIFS applicators can better position themselves in the marketplace, and how to obtain insurance coverage for existing EIFS projects. The very special 'EIFS Contractors Committee Breakfast' will offer a forum in which productive discussions will take place on a wide range of issues.



The program is structured to encourage interaction between all who attend and includes events that are educational and entertaining and those that are recreational. All are married to the networking opportunities that are the hall-

mark of EIMA annual meetings. Make your plans now to attend and 'Be a Hero'!

To register for the meeting, please go to [www.eima.com/events](http://www.eima.com/events)

## ASHRAE TO UPDATE WALL OPTIMIZATION

The ASHRAE 90.1 Committee met during the ASHRAE Winter Business Meeting on January 27 - February 1. LED lighting is providing energy savings to the extent that the committee's Envelope Subcommittee believes that the use of daylighting in computing energy savings will have to be revisited. The data

used by the subcommittee comes from the Pacific Northwest National Laboratory and must be changed to reflect the energy savings provided by LED. This will have an effect on the rest of the envelope including the window to wall ratio and the placement of windows. On a different topic, the issue of inspection

of the exterior wall while it is under construction continues to consume much of the meetings. Inspection of the exterior wall components will likely be placed into the 2019 version of 90.1 in one form or another, particularly for the air barrier.

## EIFS IN THE SPOTLIGHT: HOLLYWOOD CASINO BY PAREXUSA

As beautiful as Southern California can be, its climate isn't always appealing for construction. The recently completed

Hollywood Casino Jamul tested contractors (Standard Drywall, Inc.) with temperatures that often topped 100 degrees. The

EIFS cladding that covers the massive scope of walls will provide a layer of continuous insulation, further assisting with challenging outdoor temperatures.



The opening of this 200,000 square foot project occurred in September 2016, and was designed by Marnell Corrao Associates.

ParexUSA products are the staple of the building, and Westside Building Material assisted from the distributor level.

## AWCI HOLDS EIFS DOING IT RIGHT COURSE IN FT. LAUDERDALE

On February 20-21, Dustin Antonello, EIMA's Manager of Regulatory & Technical Affairs, attended AWCI's EIFS: Doing It Right Course in Fort Lauderdale. The two-day course covers all of the installation requirements for a generic Exterior Insulation Finish System, including the basic methods used to attach foam insulation to the substrate, as well as techniques on how to properly encapsulate base coat in the reinforc-

ing mesh and apply the finish coat. The course also covers construction details integral to a successful EIFS project, including requirements for substrates, joints and sealants, flashings, and material storage and environmental conditions. Lastly, the course provides an overview of the general responsibilities and expectations of EIFS inspectors from the outset of an EIFS project to its completion.

Upon completion of the course and passage of the exam, participants earn a national certificate in one of three categories: EIFS Mechanic, EIFS Industry Professional, and EIFS Inspector. The course not only provides certification for qualified EIFS professionals, but it is also a great resource for members looking to expand their employees' knowledge of EIFS and the keys to a successful EIFS project.

## RECAP: INTERNATIONAL BUILDERS SHOW

EIMA exhibited at the recent 2017 International Builders Show (IBS) that ran from January 8-10 in Orlando, Florida. For EIMA, attending this show has proven to be beneficial to homebuilders seeking information about the industry.

Last year, EIMA had the soft launch of the new marketing

campaign ***EIFS: A Hero Hidden in Plain Sight***. This year, many attendees noted hearing the phrase, while others were quick to ask questions about the benefits of EIFS.

As in year's past, it was great to see so many association members also exhibiting. Word certainly got around the show that

several booths were dedicated to the EIFS industry, while others at the very least highlighted their role in the system.

Looking ahead, EIMA will be exhibiting at the 2017 AIA Conference on Architecture in April with a strong message for architects. We hope to see you there!

## COMMUNICATIONS AND EDUCATION COMMITTEE MEETS IN PHILADELPHIA

The EIMA Communications and Education Committee met at the Dow offices in Philadelphia, PA, on February 17. The committee can enthusiastically report that the **Hero** campaign is moving full speed ahead – *and things are getting exciting!*

After an official unveiling at the 2016 EIMA Annual Meeting in Orlando, FL, the cam-

paigned launch was immediately followed by full-page advertisements in leading construction and architectural publications. EIMA has also highlighted the **Hero** campaign over the last year through infographics and blog posts discussing the benefits of EIFS versus other cladding options, press meetings, and exhibiting at targeted trade shows.

Following the most recent meeting, the committee has begun outlining future advertisements and videos that show the system's benefits. The videos will be designed and created through the committee, and production will be completed by EIMA members.

Stay tuned for some exciting updates over the next couple of months!

## PLAN BEING FINALIZED THAT DISCUSSES IMPORTANCE OF MESH

During the 2016 EIMA Annual Meeting in Orlando, FL, it was announced that the Advocacy and Industry Relations Committee would begin designing a plan that discusses the importance of reinforcing mesh.

The committee has been working tirelessly, led by Eric Smith (Adfors), to create a plan that discusses the benefits that

code-compliant mesh plays in the overall performance of EIFS. The campaign, **Mesh Matters**, will launch shortly with articles and blog posts educating the construction industry on this topic. Additionally, a special page on the association website was created to highlight the ongoing campaign. As you know, proper mesh plays a pivotal

role in the durability and sustainability of an EIFS wall.

Updates will continue to be presented as they become available. Attendees at the 2017 EIMA Annual Meeting in Las Vegas, NV, will receive an overview of the next steps.

## MEMBERSHIP SPOTLIGHT: TRISCO CONSTRUCTION SERVICES, LLC

Trisco Construction Services, LLC (TCS) specializes in the restoration, renovation, and rejuvenation of EIFS facades. They provide complete façade investigation and evaluation services, construction and coordination services, and a design/build concept that allows owners to be involved with all aspects of the project. Together with their sister company, Trisco Systems, Inc., TCS has over 80 years of specialized experience in the restoration and preservation of building facades. In recent

years, Trisco has been listed on the Walls & Ceilings Magazine's "Top 50 Contractors in the US" and their projects include various property types such as condominiums, hotels, casinos, and other commercial buildings. The family business is headquartered in Lima, OH and their services have been provided throughout the eastern United States since 1936.

TCS is also active on social media and often shares content on the positive benefits of EIFS.



EIFS:  
A hero  
hidden  
in plain  
sight.

MESH  
MATTERS.



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## WELCOME NEW MEMBERS

### Associate

**Poseidon Advanced Materials**  
101 Slater Road  
Slater, SC 29683  
(864) 836-8011  
[www.bwffiberglass.com](http://www.bwffiberglass.com)

### Distributors

**Architectural Building Systems Inc.**  
200 South 5th Street  
Kansas City, KS 66101  
(913) 281-3363  
[www.archbs.com](http://www.archbs.com)

**EZWALL Coatings, Inc.**  
1001 Forest Avenue  
Dallas, TX 75215  
(214) 428-1885  
[www.ezwallcoatings.com](http://www.ezwallcoatings.com)

**Miller Builders' Supply Company**  
900 Mountain Home Road  
Sinking Spring, PA 19608  
(610) 678-8814  
[www.millerbuilderssupplyco.com](http://www.millerbuilderssupplyco.com)

### Contractors

**Alamo Masonry Construction  
Contractors, LLC**  
2627 S. University Parks Dr  
Waco, TX 76706  
(254) 498-4701  
[www.alamomason.com](http://www.alamomason.com)

**All Pro Specialties**  
6250 West 9 Mile Road  
Pensacola, FL 32526  
(850) 207-1321  
[www.allprospecialties.com](http://www.allprospecialties.com)

**Builders Best, LLC**  
111 Holtzinger Ln  
Julian, PA 16844  
(814) 571-0560  
[www.buildersbestllc.com](http://www.buildersbestllc.com)

**Coastal Stucco, LLC**  
702 Western Drive  
Mobile, AL 36607  
(251) 473-7419  
[www.coastalstucco.com](http://www.coastalstucco.com)

**EZWALL Systems, Inc.**  
1001 Forest Avenue  
Dallas, TX 75215  
(214) 428-1885  
[www.ezwallstucco.com](http://www.ezwallstucco.com)

**GA Plastering, Inc**  
950 Herrington Road  
Suite C-219  
Lawrenceville, GA 30044  
(866) 289-7816  
[www.gaplastering.com](http://www.gaplastering.com)

### Contractors – continued

**Morales Construction Services, LLC**  
1121 Parkwest Blvd, Suite B165  
Mt. Pleasant, SC 29466  
(843) 872-6008  
[www.moralesconstructionllc.com](http://www.moralesconstructionllc.com)

**Nexen Construction**  
4729 S Eagle Valley Road  
Julian, PA 16844  
(814) 414-3616  
[www.nexenconstruction.com](http://www.nexenconstruction.com)

**Pacific Stucco & Plaster, LLC**  
2566 Freeland Dr  
Coeur d'Alene, ID 83815  
(509) 385-1786

**Plaster Pro Masonry Contractors**  
697 Closter Dock Rd  
Closter, NJ 07624  
(646) 464-1556  
[www.theplasterpro.com](http://www.theplasterpro.com)

**RSPC, INC.**  
7622 Summer Day Drive  
Corona, CA 92883  
(951) 278-9800  
[www.rspc-inc.com](http://www.rspc-inc.com)

**TBC, LLC**  
PO Box 1780  
La Mesa, CA 91944  
(619) 589-7575

**Texas Lath, LLC**  
3410 Rosetti Dr.  
San Antonio, TX 78247  
(210) 319-8205

**Architects  
Architechs inc**  
2541 W. Division St  
Chicago, IL 60622  
(312) 869-9005  
[www.architechs-inc.com](http://www.architechs-inc.com)

**Atlantic Inspections, LLC**  
65 Carriage Road  
Wilton, CT 06897  
(973) 768-3497  
[www.atlanticinspections.net](http://www.atlanticinspections.net)

**BG Design Services**  
165 Sagamore Street  
San Francisco, CA 94112  
(650) 676-7135

**Carlson Studio Architecture**  
205 N. Orange Avenue  
Suite 202  
Sarasota, FL 34236  
(941) 362-4312  
[www.carlsonstudio.org](http://www.carlsonstudio.org)

### Architects – continued

**CD-Concept Design Group LLC**  
39924 Willowbend Dr  
Murrieta, CA 92563  
(323) 772-2560

**Construction Science & Engineering**  
218 East Main Street  
Westminster, SC 29693  
(864) 903-4109  
[www.constructionscience.org](http://www.constructionscience.org)

**MCG Architecture**  
7100 East Pleasant Valley Road,  
Suite 320  
Cleveland, OH 44131  
(216) 520-1551  
[www.mcgarchitecture.com](http://www.mcgarchitecture.com)

**McSorley Architecture**  
2620 Wanda Lane  
McKinleyville, CA 95519  
(707) 633-9283

**MoTECHS, LLC**  
3041 Sassafras Tree Ct  
Dumfries, VA 22026  
(703) 445-5494  
[www.motechs.com](http://www.motechs.com)

**Natalia Livian Architect**  
880 NE 69th Street  
Miami, FL 33138  
(786) 520-5887

**Nova Consulting Group**  
1107 Hazeltine Boulevard, Suite  
400  
Chaska, MN 55318  
(952) 448-9393  
[www.novaconsulting.com](http://www.novaconsulting.com)

**Pacific Engineering Technologies**  
1700 Westlake Ave N, Suite 100  
Seattle, WA 98109  
(206) 281-7500

**Penza Bailey Architects**  
401 Woodbourne Avenue  
Baltimore, MD 21212  
(301) 452-8058

**Shannon Keel Construction**  
3344 Collingwood Ave SW  
Wyoming, MI 49519  
(616) 447-8068

**Stylus Designs, Inc.**  
104 North Richmond Avenue  
Massapequa, NY 11758  
(917) 553-0996

**Tec-Con Consultants, Inc.**  
5846 South Flamingo Rd#184  
Cooper City, FL 33330  
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**EIMA**

EIFS INDUSTRY  
MEMBERS  
ASSOCIATION