

EIFS BRIEFS

INSIDE THIS ISSUE:

<i>EIFS in the Spotlight</i>	2
<i>NFPA 285 Appeal Update</i>	2
<i>EIMA Attends IRMI Conference</i>	3
<i>EIMA Attends PIMA Program</i>	3
<i>EIMA to Attend Homebuilders Show</i>	4
<i>Call for Entries—Press Award</i>	4

Calendar

- International Builders Show***
January 9-11, 2018
Orlando, FL
- ASHRAE Winter Conference and 90.1***
January 19-24, 2018
Chicago, IL
- AGC Insurance & Risk Management Conference***
January 29-31, 2018
Naples, FL
- ICC Evaluation Service***
February 6, 2018
Los Angeles, CA
- EIMA Annual Meeting***
March 7-9, 2018
Ponte Vedra Beach, FL
- AWCI Convention + INTEX Expo***
March 24-28, 2018
Lake Buena Vista, FL

EIMA ANNOUNCES ITS 500TH MEMBER

The EIFS Industry Members Association recently reached a major milestone by signing up its 500th member.

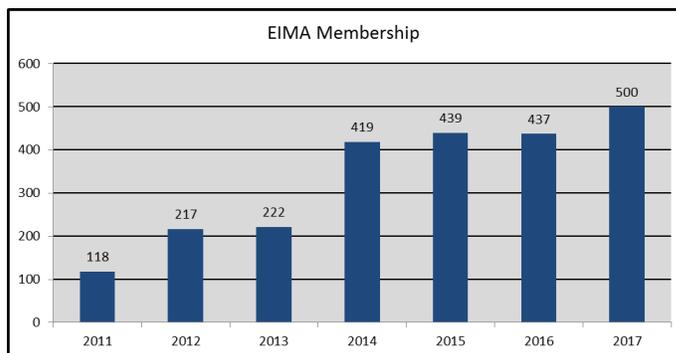
Arquitectonica, a world renowned architectural firm, recently joined EIMA and was the recipient of the honor of becoming EIMA's 500th member. Based in Miami and with offices in New York, Los Angeles, Paris, Hong Kong, Shanghai, Manila, Dubai, Lima and Sao Paulo, Arquitectonica is a major presence on the world architectural stage. Their award-winning, highly regarded practice spans the globe, with projects in 58 countries on five continents.

"The addition of prestigious firms such as Arquitectonica proves the importance of Exterior Insulation and Finish Systems to the design and construction industry," said R. Michael Murphy of Dryvit Systems, President of EIMA. When asked reasons for joining EIMA, a representative of

the firm stated the importance of keeping abreast of the latest technical information, standards and industry trends.

EIMA Membership has been on the rise, growing by over 335% since 2011. One of the functions of the EIMA Membership Committee is to provide guidance and goals to ensure the orderly growth of EIMA's membership. The committee has been hard at work focusing its recruitment efforts on the architect and contractor stakeholder audiences. In 2017, EIMA membership increased by 18%, with an in-

crease in Architect members of 133% and an increase in Contractor members of 20%. "Growth of membership in EIMA is important to the industry at large and will allow the association to continue its mission of advancement and growth of the demand for EIFS," said Michelle Leader of Gypsum Management and Supply, Chair of the EIMA Membership Committee. "The addition of Arquitectonica to the EIMA Membership, in my mind, shows that trendsetting design firms value the design flexibility that EIFS provide."



EIMA WEBSITE HITS NEW HIGHS

With a couple weeks still remaining in 2017, the EIMA website has already far surpassed previous highs established in past years. 2017 will close with over 133,000 visitors and 173,000 visits to the different informative and educational pages on the association's website. These both are

new highs, representing an increase of 50,000 more visitors and 45,000 more visits than the 2016 figures.

Over the last 5 years, EIMA has gone through 3 website redesigns to continuously maintain an effective tool for users. These changes have included

moving to a responsive format (easily readable on different devices), and the launch of a bookstore, the EIMA blog, and other features that have helped increase searches and reasons to visit.

EIFS IN THE SPOTLIGHT: CALIFORNIA BAPTIST UNIVERSITY

Each month for the last several years, EIMA showcases the benefits of exterior insulation and finish systems (EIFS) by presenting the image of a different project. Continuing with the success of this spotlight, EIMA is digging deeper into the appeal of Parex's California Baptist University.

California Baptist University built a new 153,000 sq/ft event center with over 5,000 seats. The design of the building complements the Mission Revival architecture style that is a hallmark of the campus. The tower is now the tallest structure on campus and is the latest milestone for the new Events Center Arena. The project was completed over a 13-month timeframe.



One of the challenges on this project occurred during the pre-construction phase. With KHS&S providing a significant contribution toward completion of this design-build project, the development of details had to be completed early in the pre-construction phase. The Parex team helped establish several key details and provided the

documentation necessary for final approval. The Parex representative, Paul Maag, followed this project through to the end and was on-site regularly to help resolve any field issues that came up.

Read more about projects like this on blog.eima.com

EIFS IN THE SPOTLIGHT: TRU BY HILTON

Just a horse and buggy ride away from one of the oldest towns in the United States stands a dynamic, innovative, and colorful new hotel – Tru by Hilton, the second EIFS in the Spotlight project of this edition of EIFS Briefs. The Tru franchise, which targets millennials, recently opened its doors in East Lancaster, PA. Tru hotels feature contemporary architecture that provides high tech areas to work, play, and socialize. With multi-colored rooms and amenities, Hilton's newest hotel brand is designed to appeal to travelers with a zest for life and a desire for human connection.

Multiple cladding appearances are visually interesting but can be challenging from a constructability point of view. This was not an issue for Tru by Hilton at Lancaster East, because it used Senergy Channeled Adhesive CI De-

sign for the entire building. Only the finishes needed to change to create various appearances. The air/water-resistant barrier remained monolithic and unbroken, and continuous exterior insulation was installed without thermal bridges. Subcontractor coordination was easy, because R&R Plaster Drywall from Harrisburg, PA did the entire project. The result is a visually impressive building that performs well, too.

The aesthetics of the project have multiple elegant design elements. The architect employed reveals cuts into the insulation to articulate the project. These create subtle breaks in the overall architecture which delicately highlight light, shade, and shadow. At



the base, an effect of a granite plinth is achieved by detailing the BASF Alumina Finish with these reveals. At various vertical setbacks and protruding geometries, the effect delineated bright, colorful alternating panels surfaced with BASF Chroma Finishes. These bright, high performance colors integrate advanced BASF technology for superior fade resistance.

This project does a brilliant job showing the diverse and dynamic exterior wall cladding that is EIFS.

NFPA FIRE TESTS COMMITTEE REOPENS NFPA 285 TO PUBLIC COMMENT FOLLOWING SUCCESSFUL EIMA APPEAL

The NFPA 285 test standard has been returned to the NFPA Fire Tests Committee for further consideration after EIMA won its appeal to the NFPA Standards Council to overturn revisions to add mandatory vertical and horizontal joints to the multistory fire test for exterior walls. Following the successful appeal, the Fire Tests Committee sought public comments on how to rework the amendment to NFPA 285 that would have required a new configuration for the test sample that included a new joint

(horizontal) about 4 feet above the window opening with another joint extending perpendicular from that joint upward.

EIMA and members of its Technical Committee submitted comments recommending that EIFS and other wall assemblies that demonstrate improved fire performance when joints are included in the test specimen be exempt from the joint requirements. EIMA's primary argument during the appeal was that

the addition of joints in the test assembly would actually make it less difficult for EIFS to pass the NFPA 285 test because joints in an EIFS assembly limit the amount of molten EPS that can accumulate at a given location, reducing the fuel available to a fire; act as fire stops; and provide support to EIFS lamina during a fire.

The Fire Tests Committee will consider the public comments on NFPA 285 during its next meeting in March 2018.

EIMA ATTENDS IRMI CONSTRUCTION RISK CONFERENCE

EIMA's Executive Director Dave Johnston and EIMA's insurance consultant, past president Buck Buchanan, attended the International Risk Management Institute's Construction Risk Conference, which was held this year in Indianapolis on November 5-8. This annual event is where the construction industry meets the insurance industry to network, hear

educational presentations, learn about the latest trends in the insurance industry, and look for business opportunities. EIMA's goal was to meet high ranking insurance executives to explain the need for more insurance carrier competition for EIFS applicator business and to show how EIFS have vastly improved over the years. Another goal was to

cement the contacts that have already been made within the insurance industry. It is clear from discussions with insurance industry representatives that the admitted (mainline) carriers will waive the EIFS exclusion in the general liability policy for "good" business, that is, a good applicator with a good system.

EIMA ATTENDS PIMA'S ANNUAL OUTREACH PROGRAM

On November 16, EIMA staff attended the Polyisocyanurate Insulation Manufacturers Association's (PIMA) Annual Outreach Reception at the Decatur House in Washington, D.C. By attending this important event, EIMA was able to ad-

vance its strong relationship with PIMA by connecting with several noteworthy PIMA members in attendance, including Bill Fay, who leads the Energy Efficient Codes Coalition. Looking ahead, EIMA will continue to partner with PIMA to high-

light the energy efficiency benefits of utilizing rigid foam board insulation within the built environment.

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EIMA HIGHLIGHTING BENEFITS OF EIFS TO HOMEBUILDERS

Whether it's cutting energy costs, shortening construction time, or designing a more unique home, there are plenty of reasons homebuilders are excited about using EIFS. For the 6th consecutive year, the EIFS Industry Members Association will be highlighting all of these benefits and more at the International Builders Show. This year's

trade show and expo will take place in Orlando, FL, from January 9-11.

As an industry association, EIMA strives to educate representatives in all walks of life from the building industry. Recent years at the International Builders Show have proven worthwhile, as EIMA has been able to help several homebuild-

ers and contractors who are faced with challenges and in search of solutions. This year, showcasing the benefits of EIFS versus other cladding materials will again be front and center, as well as the unveiling of new EIMA booth graphics.

EIFS: A hero hidden in plain sight.

Exterior Insulation and Finish Systems

- Best-in-class Thermal and Moisture Control
- Continuous Insulation (CI)
- Infinite Design Possibilities
- Unmatched Energy Efficiency
- Above-standard Environmental Sustainability
- Hurricane-Tested Durability
- Fire-Tested

EIMA EIFS INDUSTRY MEMBERS ASSOCIATION www.eima.com

Logos for BASF, dryvit, sto, and PAREXUSA are visible in the background images of various homes.

EIMA ACCEPTING NOMINATIONS FOR 2017 MIKE SWEENEY PRESS AWARD

Nominations for the 2017 Mike Sweeney Press Award are now open. The award began in 2012, and is now in its 6th year.

The Mike Sweeney Press Award was created in memory of the late Media Manager of Sto Corp, and to recognize an article from any publication, either on-line or in-print, that

shows the benefits of Exterior Insulation and Finish Systems (EIFS) on a variety of levels. Many articles over the last couple years have been submitted, ranging from success stories in zoning cases to energy efficiency upgrades thanks to EIFS. The award's criterion was expanded last year to include articles from all media sources, not just from

daily publications. Articles that are deemed to meet the criteria of showing the benefits of EIFS must be submitted to Scott Robinson at srobinson@eima.com by February 9, 2018. A copy of the article as well as the reason for its submission must be included. The winner will be announced at the 2018 EIMA Annual Meeting.

EIMA EXTENDS OUR BEST WISHES FOR A
HAPPY HOLIDAY SEASON AND A
NEW YEAR FILLED WITH PEACE, JOY AND SUCCESS.

EIMA EIFS INDUSTRY
MEMBERS
ASSOCIATION

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