

EIFS BRIEFS

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Calendar

EIMA Annual Meeting
March 7-9, 2018
Ponte Vedra Beach, FL

***AWCI Convention +
INTEX Expo***
March 24-28, 2018
Orlando, FL

***AIA Conference on Architecture
2018 Expo***
June 21-23, 2018
New York, NY

2018 EIMA ANNUAL MEETING

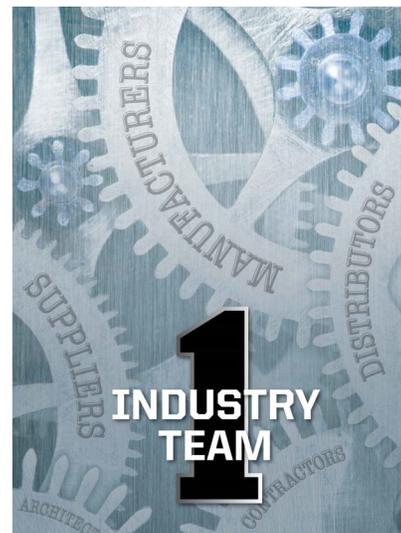
The 2018 EIMA Annual Meeting heads to the Sawgrass Marriott Resort in Ponte Vedra Beach, FL on March 7-9, which is only a couple short days away.

This year's overall theme—One Industry Team—highlights how we're all stronger working together for a common goal. Throughout the three-day event, EIMA will have an agenda full of relevant events for each of our member categories. You will learn how we all can collaborate to move the EIFS industry forward, and how bringing more outside

groups to the table can help with these efforts.

The meeting will showcase guest speakers Dr. Joseph Lstiburek, who will discuss the latest in exterior wall science, and Jim Kuhn, who will reflect on his time as a Special Assistant to Ronald Reagan. Beyond the speakers, there will be a panel discussion on fire safety implications of the use of combustible foam plastic insulation on high-rise buildings.

This is a week you can't miss!



EIMA PRESENTS HIGH PERFORMANCE ATTRIBUTES TO NEW YORK CITY PANEL

On February 28, EIMA representatives touted the many beneficial aspects of EIFS to a committee that is considering updates to the New York City Building Code. The Construction Requirements and Materials Committee of the New York City Code Revision Committee has been pondering revisions to the section that governs EIFS since last November. Since that time, EIMA, through the American Chemistry Council, has been requesting an opportunity to present information to solidify EIFS's standing in the New York City Building Code.

Since the committee has doubled in size since this section of the code was last reviewed, EIMA positioned three expert presenters to

provide an overview of EIFS and the fire safety testing measures it must undergo. Bill Egan of BASF Wall Systems, and a member of EIMA's Technical Committee, presented an overview of how EIFS are installed; Doug Evans, a former building code official from Clarke County Nevada, presented information and data on exterior cladding fires with combustible components; and Jess Beitel, EIMA's fire code consultant, presented an overview of the National Fire Protection Association's Standard 285 Fire Test.

In addition, John Buckheit, the Deputy Chief of the New York City Fire Department, delivered a presentation on the alleged inadequacies of the NFPA 285 fire test and concerns with its

ability to predict real-life fire situations. He argued that the test was not properly contextual for New York City due to the height of the city's buildings and its density. Chief Buckheit also contended that fires now burn hotter than those in the past and that NFPA 285 does not account for these new conditions.

The committee is still in the deliberations phase and did not take action on specific proposals during this meeting. Proposals to consider changes to the New York City Building Code involving EIFS and other assemblies with foam plastic components will most likely be considered in the next month before being forwarded to the NYC Department of Buildings for consideration.

EIFS IN THE SPOTLIGHT

The designers for Station Park in Farmington Hills, Utah required an old-world, smooth, plaster style finish, but they also were looking for energy efficiency, moisture control, and flexibility. This was Phase II of the development, and Master Wall® and Houghton Plaster Inc. were tasked with creating a match to the existing buildings. Due to superior water drainage performance and energy efficiency, Master Wall® recommended the SuperiorShield Rollershield Drainage EIFS for the project.

Once the system was chosen, Master Wall® Savannah Finish was the perfect solution for the look the design team



desired. Savannah Finish is a smooth, acrylic “plaster” finish, which replicates the old-world look the team was looking for. In conjunction with Master Wall® Vintique stain, the finished walls had the appearance of a mottled, old-world plaster with all of the benefits of water-drainage EIFS.

Some of the special applications included faux limestone blocks, limestone arches, limestone trims and custom shapes. The result of the attention to detail is an incredible looking project which will remain beautiful and efficient for many years to come.

NEW BOARD OF DIRECTORS



The EIMA Board of Directors recently announced the 2018-2020 positions, which included the election of Peter Daechsel of BASF - Wall Systems as EIMA President for the term. Mr. Daechsel is a

longtime member of EIMA who has served on various committees, and most recently, as the Vice President on the Board of Directors.

In addition to Mr. Daechsel, the rest of the board positions are as follows:

- Steve Kennedy, Vice President (Dow Construction Materials)
- Greg Wiedbusch, Secretary (Parex USA)
- David Boivin, Treasurer (STO Corp)
- Mike Murphy, Manufacturer Director (Dryvit Systems, Inc.)
- Steve Smithwick, Manufacturer Director (Master Wall®, Inc.)

- Dave Neff, Distributor Director (Manning Materials),
- Sarah Aird, Contractor Director (Aird Incorporated).

Aird was elected to the EIMA Board of Directors last fall by EIMA membership. Her addition will give contractors an added voice and seat at the table for important industry decisions and activities.

MIDTOWN ALLIANCE PUSHES RESTRICTION IN ATLANTA, GA

Over the last couple of months, EIMA has been made aware of a new code in the Midtown Atlanta area that greatly limits the use of EIFS. After doing some research and speaking with representatives from the Midtown Alliance that recommended this restriction, we've been able to better understand the basics. The restriction is for EIFS on a street

facing facade. Which means EIFS is still allowed, but only on non-street facing facades. Additionally, there doesn't appear to be any objections to EIFS, just a feeling of frustration with some of the jobs involving EIFS.

As such, EIMA is currently working on a letter with several members, business owners,

architects, distributors, contractors, and others to push back against this ridiculous restriction against our industry. If you and your company would like to add your name to the growing list of signatories, please reach out to Scott Robinson at srobinson@eima.com. Time is of the essence, and we'll be looking at sending this letter in the coming days.

DOE ISSUES DETERMINATION ON 90.1—2016

On February 21, the Department of Energy (DOE) issued a determination that ANSI/ASHRAE/IES Standard 90.1 - 2016 will improve the overall energy performance of commercial buildings compared to the last edition. These achievements will be seen in energy cost savings (8.3%), source energy savings (7.9%), and site energy savings (6.8%).

As a member of this committee, EIMA is pleased by this DOE announcement. EIFS was the first to meet the Continuous Insulation requirements of ASHRAE 90.1 and has long



been considered an ideal solution to the expanded requirements. The association will continue to promote the energy performance benefits of EIFS, through this

channel and others.

For more information: <https://www.energycodes.gov/development/determinations>

ADVOCACY UPDATE: WHAT ARE YOU SEEING?

One of the many values of being an EIMA member is the advocacy support you and your company receive. While EIMA staff and members are currently working to organize against a couple specific restrictions, we've also had

some recent successes in others. That being said, the association wants to do more. Over the next couple of months, we'll be surveying membership to get a better idea of where there might be restrictions or misconceptions

about EIFS in local building codes and ordinances.

So, we ask the question: what are you seeing and hearing? Can we help?

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EIMA SHOWS AT INTERNATIONAL BUILDERS SHOW

EIMA exhibited at the recent 2018 International Builders Show that ran from January 9-11 in Orlando, Florida. For EIMA, attending this show has proven to be beneficial, as it has given the association the opportunity to engage with homebuilders seeking information about the industry.

This year, EIMA was able to

add some new members, discuss the benefits of EIFS, address questions in regards to EIFS versus other exterior wall cladding options, and most importantly talk with contractors who were less familiar with the industry.

As in year's past, it was great to see so many association members also exhibiting and/or attending the show. There was a

clear interest in EIFS by residential contractors. On several occasions we even found ourselves hearing sales pitches from others on why they continue to choose EIFS.

Looking ahead, EIMA will be exhibiting at the 2018 AIA Conference on Architecture on June 21-23 in New York City, NY. We hope to see you there!



EIMA 2018 MEMBERSHIP DUES— BE ON THE LOOKOUT!

2018 EIMA membership investment invoices have been sent out, so be on the lookout for yours!

When you consider what you receive from EIMA during the course of the year, please review the list of EIMA accomplishments included with your dues invoice and how they contribute to helping your business.

EIMA is embarking on a major initiative in 2018 to focus on the residential market. This significant initiative will take time and hard work before it starts to render results.

There are many other priorities that EIMA will pursue in 2018, including the continuing outreach to the architecture community. EIMA will also continue with its initiative to call the construction industry's attention to the need to use an EIF

system from one manufacturer whose EIFS components are fully tested as one system.

If you have any questions about your growing association, please contact any member of the EIMA staff. Thank you for your past tangible support. EIMA looks forward to working with you again in 2018 as we strive to meet your service needs and to advance Exterior Insulation and Finish Systems.

EIMA EIFS INDUSTRY
MEMBERS
ASSOCIATION

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