

EIFS BRIEFS

INSIDE THIS ISSUE:

| | |
|--|---|
| <i>Inaugural EIFS Hero Awards</i> | 2 |
| <i>Annual Meeting Videos Go Live</i> | 2 |
| <i>Exterior Foam Insulation Coalition Meets</i> | 2 |
| <i>ASHRAE Advances Thermal Bridging Standard</i> | 3 |
| <i>EIMA Committees Meet</i> | 3 |
| <i>NFPA Convention</i> | 3 |
| <i>Contractor's Corner</i> | 4 |
| <i>GMS Adds Over 30 Locations</i> | 4 |
| <i>EIMA Welcomes New Members</i> | 5 |

Calendar

Florida Wall and Ceiling Contractors Association Annual Convention
July 12-15, 2018
Miami, FL

2018 DOE National Energy Codes Conference
July 15-17, 2018
Austin, TX

DOE Energy Exchange and Better Buildings Summit
August 21-23, 2018
Cleveland, OH

BARRIERS TO EIFS CHALLENGED

Whether it's active or existing, a key initiative of EIMA's is to play an active role in advocacy cases in every corner of the United States. The last several months have been focused on Atlanta, GA and Plano, TX, among others.

Atlanta, GA, more specifically the Midtown area, was something EIMA and others were made aware of at the close of 2017. As you may recall from previous EIFS Briefs and notices, EIMA began a dialogue with individuals tied to the Midtown Alliance in hopes of finding the justification used for recommending restrictions against the exterior wall cladding system. This is especially true since EIFS had become so prominently used over the

last decade as the area had a great deal of development. While efforts have continued, EIMA recently drafted letters and provided contacts to local distributors, contractors, architects, and manufacturers to engage the city in realizing how detrimental this offensive code language is to the industry. EIMA has been informed that some members are engaging in outreach. As we await information on these efforts, EIMA is continuing to try and educate key decision makers in and around Atlanta, GA.

Plano, TX, in recent years adopted a prohibitive ordinance against the use of EIFS. EIMA has learned the restriction is for anything over

10% in both non-residential and residential construction. From our research and conversations, it appears as though one of the chief concerns with EIFS was due to installation concerns. As with any exterior wall, if installation isn't done appropriately, issues in the future may occur. Representatives from EIMA have spoken to the Chief Building Official and the head of the planning department about its concerns, and is working on developing a path forward that addresses the concerns both departments have raised.

If you or your company can be helpful in either of these cases, or others, please do not hesitate to reach out to Scott Robinson at srobinson@eima.com.

AN ADVOCACY "HOW TO" PAGE NOW ON EIMA'S WEBSITE

EIMA aggressively works to combat every harmful ordinance and restriction against the EIFS industry. While EIMA often partners with others on these initiatives, we also know that our involvement can occasionally be as an arm of support.

In May, the "EIMA Initiatives" webpage was modified to include an advocacy packet. This packet includes two recent successes, steps for combating harmful ordinances, and information about

EIFS. In the coming weeks, the page will be modified to include white papers on specific topics that might come up in your conversations and efforts.

Creating tools that remove barriers the EIMA membership might face remains a priority. If there are things you believe would benefit you, let EIMA know what it can do to help.

ADVOCACY
INFORMATION



EIMA ANNOUNCES INAUGURAL EIFS HERO AWARDS

EIMA is pleased to announce a new and exciting awards program to recognize outstanding projects in the EIFS industry. The EIFS Hero Awards Program, an initiative of the EIMA Membership Committee, will recognize EIFS projects in a variety of building categories that demonstrate the unique attributes of exterior insulation and finish systems and exemplify EIFS as a hero hidden in plain sight.

The program's criteria, eligibility, and submission re-

quirements are being finalized by committee members over the summer, with a Call for Entries slated for September 1st. Awards submissions will be due on November 30th, and winners will be announced on January 31, 2019. An awards ceremony is scheduled to be held at the 2019 EIMA Annual Meeting next March.



EIFS:
A hero hidden
in plain sight.

Be on the lookout for more program details in the coming months.

EDUCATIONAL ANNUAL MEETING VIDEOS GO LIVE

Did you miss the 2018 EIMA Annual Meeting? Are you one of the individuals who reached out to EIMA staff afterwards for information on the different panels or the EIFS Hero video? If so, you're in luck.

Expanding on the already existing YouTube channel, videos have now been published that highlight many of the key sessions from the 2018 EIMA Annual Meeting. While the videos can never replace physically attending

the event, these will provide you with some of the important information that was presented.

Feel free to share the videos throughout your company and with your customers. Topics such as the "Continuous Insulation, Exterior Claddings, and Fire" panel is one of the most relevant topics after the Grenfell fire has ignited the topic of fire testing in all building exteriors. This panel was clear in its presentations that exterior insulation and finish sys-

tems have successfully been tested and will perform as such in the field.

Additionally, as we prepared for Building Safety Month, attendees heard a presentation on the creation and importance of company safety programs.

Information on the 2019 EIMA Annual Meeting will be released soon. Watch these videos and then mark your calendars for next year.

EXTERIOR FOAM INSULATION COALITION CONVENES FOR FIRST MEETING

The Polyiso Manufacturers Association organized a Fire Safety – Exterior Insulation and Cladding meeting that was held on May 16 in Washington, DC. Representatives from EIMA, Extruded Polystyrene Association and metal

panel manufacturers were in attendance to discuss how exterior foam insulation interests can go on the offensive following Grenfell. One downside to this meeting was that so many technical representatives were in attendance that

they tended to want to focus on the building code official as the primary audience, rather than elected officials and the public in general to present information about the benefits of foam insulation.

ASHRAE ADVANCES THERMAL BRIDGING STANDARD

During its annual convention in Houston, Texas on June 22-27, a committee of ASHRAE, formerly known as the American Society of Heating, Refrigerating, and Air Conditioning Engineers, initiated a vote to advance standardized thermal bridging requirements that it has been working on for 4 years. The action

by ASHRAE's 90.1 Standing Standards Project Committee (SSPC) is the first step toward starting a public review of the amendments to the ASHRAE Standard 90.1, entitled 'Energy Standard for Buildings Except Low-Rise Residential Buildings.' The vote by the 90.1 SSPC was 30 in favor and 5 opposed with an addi-

tional 35 committee members not present at the convention being given the opportunity until July 5 to vote on the question to advance the revision, which will be known as Addendum AV. The proposed Addendum AV will be available for review on the ASHRAE website after July 5.

EIMA COMMITTEES MEET

On May 30, both the Communications and Education, and Advocacy and Industry Relations Committees met in the Washington, DC area to discuss upcoming initiatives that build upon some recent successes.

The **Communications and Education Committee** looked at the appropriate ways to expand the "Hero" campaign after the launch of the video that's now had over 10,000 views. An additional video and future case studies that further highlight the superior benefits of EIFS are on their way.

Additionally, the committee looked into possible roadblocks that come from online searches and what can be done to educate the authors of such articles. EIMA and committee members have already begun reaching out to some of these publications

with updated and factual information in an attempt to correct inaccurate and false information.

Members of the **Advocacy and Industry Relations Committee** have been helpful in recent months with cases in Kansas, the Pacific NW, and other areas combating misinformation and restrictive ordinances against EIFS. With this as the central discussion point, the committee discussed the expansion of the Advocacy webpage, a future fire page, and efforts that should be made on the worker shortage epidemic.

Several distributors are being added to the committee, since they are often the eyes and ears of issues before others. Recent success stories in Kansas are a direct result of these individuals, and with their assistance, the association will hopefully be

seeing more.

On June 5, the **Technical and Research Steering Committee** met to discuss several ongoing initiatives. Chief among them was the ongoing efforts being made in New York City against any potential code revisions that would place a height restriction on the use of EIFS. EIMA and this committee have been present throughout the process and will continue to be so. The committee is also developing an EIMA impact resistance publication. The durability of EIFS is well-founded in videos and case studies, and a document of this sort would help to further disseminate factual information on the topic. The development of an inspection standard continues to progress and should act as another valuable tool for those working with EIFS. Keep an eye out for more related to this committee.

NFPA CONVENTION HAS FOAM INSULATION AS ONE OF MANY TOPICS

The National Fire Protection Association's (NFPA) Conference & Expo was held in Las Vegas on June 10-13 and focused on topics including public education, electrical services, fire protection engineering, the built environment, code enforcement and many others including foam insulation. Although foam insulation was at the heart of

a couple presentations in smaller forums, it was more as a part of metal composite materials (MCMs) and aluminum composite materials (ACMs), not EIFS. The Grenfell Tower tragedy was not addressed per se as a topic, but it was considered as another example of an international fire involving foam insulation.

A panel presentation by FM Global representatives provided a glimpse of the various fire test procedures in the United States and the FM fire testing of exterior foam insulation using various fire tests from around the world. It is clear that FM was advocating the use of its fire tests rather than proven international tests.

CONTRACTOR'S CORNER

Welcome to the Contractor's Corner, a new bimonthly series designed to address a variety of aspects of the EIFS contractor's practice. Here EIMA contractor members are invited to submit ideas and provide solutions to common obstacles faced on EIFS project jobsites. As a result of surveys and focus groups conducted by the EIMA Membership Committee of EIMA contractor members, there was an overwhelming

desire for this type of information to get communicated to the contractor stakeholder audience.

Examples of suggested topics are safety practices and management, job access, submittal packages, and 3rd party inspection.

If you are interested in participating in the Contractor's Corner series, you must be an

EIMA contractor member in good standing. Ideas and articles should be submitted to Laurie Joseph, EIMA's Director of Member Services at Ljoseph@eima.com no later than July 13th. All ideas and articles submitted will be reviewed and approved by EIMA's Technical and Research Steering Committee prior to publication.

EIMA MEMBERSHIP CONTINUES TO GROW: GMS ADDS OVER 30 LOCATIONS

EIMA membership is quickly approaching reaching its goal of 600 members in 2018, and the year is only half over. Much of the membership growth this year can be attributed to Gypsum Management and Supply, with its addition of over 30 yards to the EIMA membership rolls. "EIFS is an important segment of our building materials distribution business and GMS is committed to and supports the growth of the EIFS industry in any way we can," said Michelle Leader, Director of Marketing for GMS and Chair of EIMA's Membership Committee.

The new EIMA member GMS locations are:

ASI Building Products

Detroit, MI
Saginaw, MI

Badgerland Supply, Inc.

DePere, WI
Cherry Valley, IL
Fond du Lac, WI
Hartland, WI
Madison, WI

Capitol Building Supply, Inc.

Baltimore, MD

Capitol Materials

Cumming, GA

Capitol Materials Coastal

Conway, SC

Chaparral Materials

Durango, CO

Cowtown Materials

Lubbock, TX

Gator Gypsum

Clearwater, FL
Sarasota, FL
Tampa, FL

Gypsum Supply Company

Ann Arbor, MI
Byron Center, MI
Kalamazoo, MI
Lansing, MI
Traverse City, MI
Troy, MI
Zeeland, MI
Holland, OH

J&B Materials

El Cajon, CA
El Centro, CA
Escondido, CA
Perris, CA

Robert N. Karpp Co.

Abington, MA
Attleboro, MA
Boston, MA
Wilmington, MA

Stateline Building Supply

Dover, DE
Selbyville, DE

GMS
GYPSUM MANAGEMENT & SUPPLY, INC.®

EIMA WELCOMES NEW MEMBERS

EIMA extends a most cordial welcome to its new members. We thank you for your support of the EIFS Industry.

Associate

Rodenhouse Inc.
Grand Rapids, MI
(616) 454-3100
www.rodenhouse-inc.com

Affiliates:

Buchanan Business Consulting, LLC
Marietta, GA
(404) 218-9256
www.buchananbusinessconsulting.com

EIFS Consulting and Inspection, LLC
Omaha, NE
(402) 980-1644
www.eifsomaha.com

NTA, Inc.
Nappanee, IN
(574) 213-4994
www.ntainc.com

OPCMIA-ITF
Columbia, MD
(443) 535-1900
www.opcmia.org

Distributors:

Carolina Specialties, Inc.
Raleigh, NC
(919) 250-0915
Charlotte, NC
(336) 575-4926
www.carospec.com

Interior Supply Inc.
Columbus, OH
(614) 424-6611
www.interiorsupplyinc.com

The Paint Project, Inc.
Medfield, MA
(508) 359-8003
www.paintproject.com

Contractors:

Bush Wall Systems LLC
Osceola Mills, PA
(814) 553-5975

Euro Plastering & Stucco Inc
Sandy, OR
(503) 826-0205
www.eurostucco.net

Fred Oswald Contracting
Cincinnati, OH
(513) 509-1498

Geronimo Wall Systems
Mesa, AZ
(480) 246-2745

INTEX Plastering
Arlington, VA
(571) 426-1097
www.intexplastering.com

JJ Stucco and Plastering System
Lake in the Hills, IL
(224) 678-9757
www.ijstucco.com

K & A Painting and Plastering, LLC
Dassel, MN
(612) 619-5140

McMahon Commercial, Inc.
Ambler, PA
(215) 628-3232

Modern Wall Systems
Virginia Beach, VA
(757) 301-0549
www.eifswallsystems.com

National Contractors, Inc.
Trenton, NJ
(609) 771-4200
www.nationalcontractors.net

RNB Construction, Inc.
Lawrenceville, GA
(770) 776-6989

Rock-N-River
Columbia, MO
(573) 819-1129
www.rocknriverllc.com

Rutherford Co., Inc.
Los Angeles, CA
(323) 666-5284
www.rutherfordco.net

Shelton Consulting Group, LLC
Fountain Hills, AZ
(480) 276-9422
www.sheltoncg.com

Skyline Plastering, Inc.
Carol Stream, IL
(630) 627-1100
www.skylineplastering.com

T&S Tile and Stucco LLC
Crestview, FL
(850) 758-8322

Trinity Drywall & Plastering Systems
Ft. Worth, TX
(817) 616-0962
www.trinitydps.com

VIP Construction Services, Inc.
Monroe Twp., NJ
(732) 274-0522

WASCO, Inc.
Nashville, TN
(615) 244-9090
www.wascomasonry.com

White Wolf Construction & Home Inspection
Columbia, MO
(573) 881-9671
www.whitewolfconstructionllc.com

Architects:

ARCHforensic LLC
Chester, NJ
(908) 954-8359
www.ARCHforensic.com

Charles E. Anthony - Architects
Annapolis, MD
(410) 268-0880

Charles Hall Construction
Westmont, IL
(331) 801-1394

Corey Zussman
Buffalo Grove, IL
(847) 513-2126

Cozzarelli Cirminiello Architects
Nutley, NJ
(973) 667-0777

DEIV Architecture and Design
Woods Cross, UT
(801)683-8123
www.deivarchitecture.com

Edelman Sultan Knox Wood
New York, NY
(212) 431-4901

ERIC GREEN + ASSOCIATES, LTD.
Richmond, TX
(954) 284-6594

exp US Services, Inc.
Chicago, IL
(312) 616-0000
www.exp.com

Farnsworth Group
Shorewood, IL
(815) 744-6940
www.f-w.com

FBE
Coconut Creek, FL
(954) 418-0172

Fenno Architecture
Mount Pleasant, SC
(843) 442-6552

Foley Design
Atlanta, GA
(404) 761-1299
www.foleydesign.com

HALL a/e/c PA
Charlotte, NC
(980) 201-3092

Howard L. Zimmerman Architects
New York, NY
(646) 609-7029

Joshua Stewart | Architect
Judsonia, AR
(501) 454-0446

Ken Lambert PE, Inc.
Dallas, TX
(972) 824-8181

Looker & Cappello Architects, Inc.
Tempe, AZ
(480) 730-1776

Mena Architects
Mountain View, CA
(650) 210-8800
www.menaarchitect.com

Mind's Eye Architecture
Charlotte, NC
(704)373-3101

OBMI
Coral Gables, FL
(305) 537-7100

Orata Engineering Inc.
Calgary, Alberta
(403) 764-0055

R & D Engineering, Inc.
Haslet, TX
(817) 422-6128

Reese Design Collaborative
Louisville, KY
(502) 584-5000

Robco Architecture & Building Science Consulting Corporation
Calgary, Alberta
(587) 968-5517
www.rabsc.com

Robertson Strong Appgar Architects
Syracuse, NY
(315) 472-7761
www.RSA-architect.com

Stacy Norman Architects
Auburn, AL
(334) 887-7010

Tipps Architecture, Inc.
Houston, TX
(713) 228-1700

Urban Capital Strategies
San Antonio, TX
(210) 882-0567
www.urbancapitalstrategies.com

Urban Property Services LLC
Huntingdon Valley, PA
(267) 963-7227

Walter L. Martinez, Architect
Suffern, NY
(845) 533-4086

XRG Consulting LLC
El Paso, TX
(915) 217-7600