

# EIFS BRIEFS

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**Calendar**

***AWCI Industry Executives' Conference***

September 25-28, 2018  
San Antonio, TX

***ASHRAE 90.1 Committee***

October 11-13, 2018  
Atlanta, GA

***2018 ICC Annual Conference and Expo***

October 21-24, 2018  
Richmond, VA

***ASTM E06 Performance of Buildings Committee Meeting***

October 21-24, 2018  
Washington, DC

***GreenBuild International Conference & Expo***

November 14-16, 2018  
Chicago, IL

## EIMA LAUNCHES HERO AWARDS PROGRAM

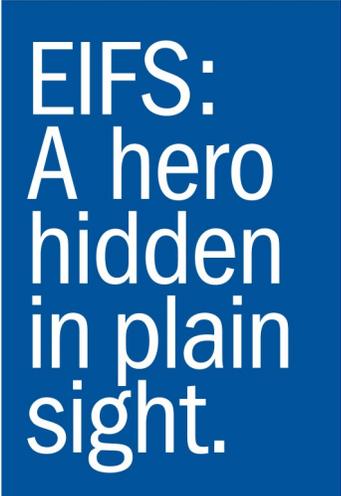
On August 1, EIMA announced nominations can now be submitted for the first inaugural EIFS Hero Awards Program. The Hero Awards Program represents a new twist in resuming the annual EIMA project awards program that was first started in the 1990s.

“EIMA’s Membership Committee has been working diligently to initiate the EIFS Hero Awards Program,” said Michelle Leader, director of marketing for Gypsum Management & Supply, Inc. (GMS) and chair of the EIMA Membership Committee. “This program goes beyond past recognitions awarded to projects and strives to showcase the unique attributes of exterior insulation and finish systems (EIFS), while showing

EIFS as a hero hidden in plain sight.”

“Those within EIMA’s membership who have rejuvenated this program are commended,” said Peter Daechsel, EIMA’s 2018/2020 President and Manager of BASF’s Wall Systems unit. “Everyone within the EIMA membership has a chance to be showcased for their exceptional work with EIFS, and how it contributes to a range of categories within the construction industry. Furthermore, the awards ceremony will provide an additional dimension to the growing EIMA Annual Meeting.”

The submission period for the EIFS Hero Awards Program is now open. There are 6 nomination categories that a project



can full under, with the submission deadline falling on November 30, 2018. To submit a project or learn more visit: <http://www.eima.com/eifs/hero-awards>

## EIMA ANNUAL MEETING SLATED FOR MARCH 2019

EIMA is pleased to announce that its next annual meeting will be held on March 20-22, 2019 at The Woodlands

Resort. Conveniently located just north of Houston, Texas, The Woodlands is less than a 30-minute drive from the

George W. Bush International Airport. For a sneak peak at the resort, go to [www.woodlandsresort.com](http://www.woodlandsresort.com).



Plans are underway for an action-packed meeting with an agenda full of interesting topics to include a focus on the residential EIFS marketplace. Educational opportunities will be available along with a detailed review of the new EIFS inspection standard. Be on the lookout for more meeting details as they unfold.

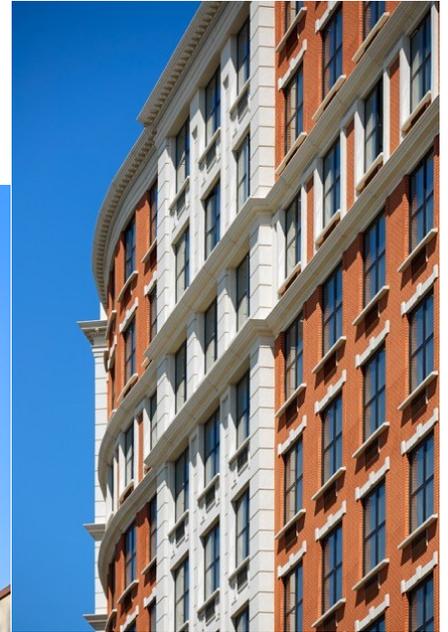
## EIFS IN THE SPOTLIGHT: 333 GRAND STREET

Located on 2,500 feet of waterfront in the lower Hudson Bay, the Liberty Harbor area in Jersey City, New Jersey provides magnificent views of New York Harbor and is a commuter's haven due to its proximity to Manhattan and excellent public transportation system.

Developer Peter Mocco has continued to improve the overall plan for Liberty Harbor, and last year, completed 333 Grand, an 18-story, residential apartment building offering the latest in luxury and style. With an iconic facade, wide sidewalk

area and extensive amenities including ground floor retail space, 333 Grand is an attractive addition to the neighborhood and a coveted address in the area. The building's exterior is especially decorative with a stunning curved façade, oversized windows, multiple textured surfaces and vibrant colors. In fact, the 80,000 square-foot, multi-family, mixed-use complex is a signature tribute to its high caliber exterior insulation and finish system (EIFS).

"What we've been able to accomplish at 333 Grand approximates a turn-of-the-century, pre-depression, exterior fenestration that absolutely replicates the grand stone and masonry buildings located throughout North America," said Mocco. It's an example of what can be achieved with good design and state-of-the-art, engineered materials.



## EIMA TECHNICAL COMMITTEE MEETS

The EIMA Technical and Research Committee met on August 7<sup>th</sup> via conference call with excellent participation by the members of the committee. Topics addressed included: fluid-applied air/water-resistant barriers, development on the pending EIMA EIFS inspection standard, and the meeting that a Technical Committee task force had with the Home Innovations

Research Laboratory to discuss what could be done to advance EIFS usage in the residential marketplace. An update was provided on the ongoing code revision hearings of the International Code Council (ICC). Currently, EIMA is opposing code changes that would alter the fire testing requirements for exterior walls. The Associate members of the committee were invited to offer sugges-

tions on what they would like to have discussed at the first Associate Members breakfast that will be held during the 2019 EIMA annual meeting in Houston, Texas on Friday, March 22.

## CONTRACTORS' CORNER: THE IMPORTANCE OF FLASHINGS



Written by Sarah Aird,  
Robert A. Aird, Inc.

Over the years the importance of waterproofing details in any cladding system has become more and more clear. Flashing installation plays an essential part in the success and longevity of all exterior claddings, but the importance is often diminished, and its installation is sometimes disregarded. Building codes require flashing for all types of claddings, and

flashing is not a component of EIFS. Therefore it is not required to be installed by the EIFS contractor. Some contractors may lack the skill and knowledge or find it tricky to include such scopes, but the necessity for properly installed waterproofing details is so crucial it makes you wonder if these scopes should be required for every EIFS installer. Contractors who do take responsibility for the ancillary work, such as flashings and caulk, not only have comfort knowing there will be a diminished chance of failure, but also benefit from doing so. Normally, the EIFS contractor could be waiting on other trades to complete this work which can lead to a slowed production rate, but in this case, it would be completed in sequence. Taking the proper

precautions to confirm the waterproofing details have been installed should be a requirement for any EIFS installer. Whether you decide to write it into your contract or do it yourself, every installer should be able to sign off on proper installation and know that you are able to provide a true EIFS with Drainage system to your clients. Improper installation of waterproofing details can cause major failures in any exterior cladding, including EIF systems, which can cause legal issues for the contractor(s), whether they did or didn't install them, as well as damage to our industry, and our reputations.

*The views contained in this article are those of the article's author, and do not necessarily reflect those of EIMA or its membership.*

## CALIFORNIA PROPOSES PARTIAL BAN ON FLAME RETARDANTS FROM FOAM INSULATION

The State of California is advancing a code change proposal in-state to ban flame retardants in foam insulation in some locations. The Energy Efficient Foam Coalition (EEFC) of the American Chemistry Council (ACC), along with EIMA is opposing this proposal. EEFC submitted testimony on

August 7<sup>th</sup> opposing this ban on flame retardants in foam insulation that is located under basement floors and sub-surface areas of foundation walls. The revision process is just starting, but California's action flies in the face of the findings of a study that the California State Fire Marshall

commissioned at Oklahoma State University's fire lab, which found that flame retardants are desirable in these situations. ACC lobbyists in Sacramento say that the staff of the California Building Standards Commission is getting their direction on this matter from the Governor's office.

## NEW YORK CITY BUILDING CODE REVISION UPDATE

Since early November of 2017, New York City has been working on revising Chapter 14 of its building code. This chapter deals with exterior walls, and it cover EIFS as well. After several months of deliberation, the Construction Requirements and Materials Committee (CRM), the commit-

tee with jurisdiction over EIFS and Chapter 14, considered a change that would have limited EIFS to buildings under 75 feet in height. In a subsequent proposal, the CRM proposed a ban on all combustible materials on the exterior of buildings in NYC. Following opposition to this latest pro-

posal by the American Chemistry Council (ACC) with help from EIMA, the whole matter now goes to mediation, with the NYC Department of Buildings being the mediator. All deliberations will continue after Labor Day.

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## EIMA PARTNERS WITH NAHB'S HOME INNOVATION RESEARCH LABS

The residential market is ripe for an increase in EIFS. Whether it's single or multi-family units, there is no reason to skip EIFS. So, why might some homebuilders feel differently? That's the question the Home Innovation Research Labs will help answer for EIMA.

Through targeted interviews with homebuilders and others, the future findings should dig far beyond what the EIFS industry has been aware of in the past. Those being interviewed will stretch across the residential market and pull opinions from several individuals.

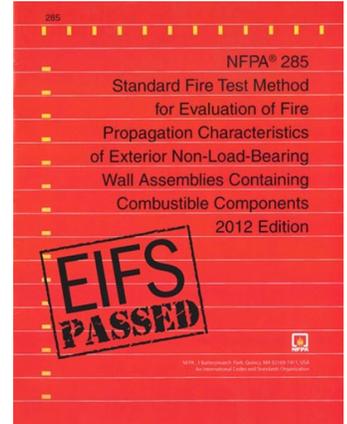
As EIMA and the entire EIFS industry continues to see gains with homebuilders, this research will assist in moving things to the next level. Findings will be shared by EIMA when they become available later this fall.

## EIMA LAUNCHES FIRE SAFTY PAGE

As energy conservation awareness continues to increase, there will also be a continued desire to build walls with high performance insulation systems. This is desirable, and performance should not be sacrificed for fire safety concerns. All assemblies must be tested in accordance with current fire testing requirements. When it comes to performance, EIFS is hard to beat. It is a high-performance assembly that features outstanding

insulation performance with endless aesthetic options. It has also been successfully tested concerning fire and environmental performance.

The launch of the *EIFS Fire Safety* page can be found under "EIMA Initiatives". Its purpose is to shed light on the testing EIFS has gone through, while also pointing to facts that have occasionally been misrepresented by others.



## EIMA WEBINAR SERIES GAINS AIA ACCREDITATION

Providing education to architects and project owners by EIMA was made part of the EIMA 2018/2021 strategic plan by the EIMA Board last December. To accomplish this goal, EIMA has developed content for a webinar on an introduction to EIFS. Topics covered in the webinar will include what are EIFS, the code requirements for EIFS, and how EIFS can help meet regulatory-required energy-

efficiency standards. This webinar will be offered frequently this fall. A schedule will be released in the near future.

Since American Institute of Architects (AIA) architect members are required to complete 18 Learning Units (LUs) of approved educational content each calendar year, EIMA applied recently to be one of AIA's registered continuing

education system (CES) providers. AIA has approved EIMA's application. This approval means that EIMA is now an approved AIA CES provider.

Of the 18 LUs that AIA members must take each year, 12 must be in Health, Safety, and Welfare (HSW) topics, and EIMA's webinar fits into the definition for an HSW topic.

