

EIFS BRIEFS

INSIDE THIS ISSUE:

<i>Be an EIFS Craftsman</i>	2
<i>EIMA Stalls ASTM Initiative</i>	2
<i>35,000 and Counting!</i>	2
<i>Contractors' Corner</i>	3
<i>ICC Public Comment Code Hearings</i>	3
<i>EIFS Inspection Standard</i>	4
<i>European Association for ETICS Meeting</i>	4
<i>GMS Expo a Success</i>	4

Calendar

IRMI Construction Risk Conference
November 4-7, 2018
Houston, TX

Design-Build Conference and Expo
November 7-9, 2018
New Orleans, LA

GreenBuild International Conference & Expo
November 14-16, 2018
Chicago, IL

Building Envelope Technology Symposium
November 16-17, 2018
Nashville, TN

World of Concrete Show 2019
January 22-25, 2019
Las Vegas, NV

NAHB International Builders' Show
February 19-21, 2019
Las Vegas, NV



SAVE THE DATE— EIMA ANNUAL MEETING MARCH 20-22, 2019

Mark your calendars for the 2019 EIMA Annual Meeting which will be held on March 20-22, 2019 at The Woodlands Resort, located just north of Houston, Texas.

The three-day meeting will have programs and events to educate and engage top industry leaders on current issues and trends of interest to all involved in the EIFS industry. The program will be structured to encourage interaction between attendees and includes events that span the spectrum from those that are educational and entertaining to those that are recrea-

tional. All are married to the networking opportunities that are the hallmark of EIMA annual meetings.

Over 100 executives and decision makers in the EIFS industry will be in attendance. Anyone in the EIFS industry is invited to attend, EIMA members and non-members alike.

With an agenda focused on the residential EIFS marketplace, attendees will walk away from the 2019 meeting knowing more than ever before about the growing EIFS industry and the initiatives of EIMA in 2019 and beyond.

Looking to raise your company's profile among the top five EIFS manufacturers? Plan now to take advantage of the meeting's valuable sponsorship opportunities such as:

- Hero Awards Dinner
- Golf Outing
- Cocktail Reception
- Keynote Speaker
- Contractors' Committee Breakfast
- EIMA Networking Lounge
- Associate Members' Breakfast

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

2018 EIFS HERO AWARDS

SUBMISSIONS DUE NOV 30TH

Don't miss out on the opportunity to showcase and be recognized for your fabulous EIFS project! The November 30th submission deadline is fast approaching, so if you haven't started working on your award entry, now is the time. The EIFS Hero Awards Program will honor EIFS pro-

jects in six different building categories that demonstrate the unique attributes of exterior insulation and finish systems, and exemplify EIFS as a hero hidden in plain sight.

To be eligible to submit your EIFS project, your company must be an EIMA member in

good standing, and the EIF system used on the project must be that of an EIMA manufacturer member.

For a complete list of eligibility requirements and to obtain an official awards entry form, visit: <http://www.eima.com/eifs/hero-awards>



THE CRAFTSMAN

The skill. The commitment. The passion to create memorable, lasting buildings. These are the characteristics of an *EIFS Craftsman*. Those who spend the countless hours fine-tuning each layer of the system, and those who leave when others have long retired for the night.

To highlight this occupation, and the need for more in the field, in September EIMA launched the “Be and EIFS Craftsman” campaign. Highlighted on EIMA’s website are the professional benefits of being in the trowel trades, and a comprehensive list of both national and state resources. Additionally, you’ll find the “9 reasons to become an EIFS Craftsman.”

Are there currently jobs vacant, yes. Is everyone in the con-



struction industry struggling to fill these vacancies with well-trained individuals, of course. That doesn’t mean we should just sit back. We urge those in the profession and those considering it to take pride in the impact they make. The buildings we look

up at, the ones we touch, and the ones we’re viewing in magazines, photos, and on television are all thanks to your craftsmanship.

You can learn more about this new page here: <http://www.eima.com/initiative/be->

INITIATIVE STALLS TO FOIL EIMA-STYLE WRB’S

Members of the EIMA Technical and Research Steering Committee have stalled an effort within an ASTM subcommittee to require the reporting of meaningless performance requirements for air/water-resistive barriers (A/WRBs) that EIMA’s EIFS manufacturers produce. This action occurred within

ASTM’s Subcommittee on Air Leakage and Ventilation Performance on October 23 during the ASTM Performance of Buildings Committee meeting held in Washington, DC. EIMA members contended that the reporting requirements would do nothing to improve the performance of air/water-resistive barriers that are used

as a part of EIFS and used with other wall claddings as well. The next action will take place during the ASTM Performance of Buildings Committee meeting in Denver next April when the subcommittee needs to discuss how to proceed without these reporting requirements.

35,000 AND COUNTING!

During the 2018 EIMA Annual Meeting, attendees witnessed the original viewing of the EIFS Hero video that launched on YouTube. Today, seven months later, the video has been viewed over 35,000 times.

From durability to the visual appeal that EIFS gives a building, the video covers it all. Following the release of the extended video, EIMA subsequently released a shortened version. Both are viewable on YouTube and

members are encouraged to share and use them to promote the use of EIFS.

CONTRACTORS' CORNER:

EIFS AND DRONES



Written by Larry White,
Applied Restoration Inc.

One of the greatest aspects of Exterior Insulation and Finish Systems is the creative, visual, detailed possibilities. Done well, it can be stunning and breathtaking. The challenge is capturing the essence of the system. Great lighting, angles, shadows and detail are difficult to capture from the ground. This year I was introduced to drone photography, and the results are spectacular. Our company is currently over cladding an existing seven story building with EIFS panels. It is one of the tallest buildings in the Bremerton, WA area, and as such, there is no vantage point to photograph from, other than the sidewalk.

We hired a drone photographer to shoot four fly over videos of the project. We receive a copy of each video, and it is shared throughout the company. I will tell you that these videos are amazing. Just watching them is an experience and it gives us the ability to share the experience with our employees and clients. Upon completion, the videos will be edited together to create a transformative experience of the blossoming of the building.

Additionally, we hired a photographer to photograph our owners onsite at their own project. To encompass the project and the owners, the photographer decided to shoot with a drone. We were on a fourth floor balcony and he was on the sidewalk. The drone produced an array of angles and depth. These positive experiences have led me to start to research an in-house drone program. I be-

lieve the possibilities are endless, from photos and videos of our projects, to investigating building envelopes.

Continuing drone advances include Infrared photography, GPS and BIM mapping, production tracking and measuring existing structures. If you are looking at drones for your company, keep in mind that flying drones for commercial use requires an FAA license. Drones for EIFS projects makes perfect sense because EIFS is an EVSS, Exterior Visu-



ally Stunning System.
The views contained in this article are those of the article's author, and do not necessarily reflect those of EIMA

ICC PUBLIC COMMENT CODE HEARINGS RENDERS STATUS QUO FOR EIFS

The Public Comment Code Hearings of the International Code Council (ICC) were held on October 24 – 29 in Richmond, Virginia and covered most sections of the major building and fire codes. The Public Comment Hearings offers code change proposals the opportunity to revise, or in most cases, resurrect their code changes that were rejected in the previous Committee Action Code Hear-

ings, in which a panel of building experts pass judgment on those proposals. Of major interest to EIMA were the code change proposals to alter the requirement of the National Association of Fire Protection Standard 285, the multi-floor fire test which EIFS are required to pass. A few proposals wanted to add new, untested requirements to the 285 standard. One proposal wanted each municipality that

had a building code to have the latitude to require its own fire test standard. This proposal, which would cause mayhem in the exterior wall cladding industry, was defeated by a 2 to 1 margin. In two weeks, all ICC members will have the chance to vote on all of the proposals addressed at this hearing; however, they do have a record of a previous committee vote and this recent floor vote.

EIFS Industry Members Association, Inc.

513 West Broad Street
Suite 210
Falls Church, Virginia 22046-3257

Toll Free: 800-294-3462
Fax: 703-538-1736
E-mail: eifsinfo@eima.com

www.eima.com

EIMA EIFS INSPECTION STANDARD ADVANCES

The group of individuals who are reviewing and voting on approval for the proposed EIMA EIFS Inspection Standard have overwhelmingly voted in favor of advancing the standard. The vote was 22-1 with 6 members of the group being non-responsive. The vote concluded on October 15. The

objections of the negative vote will be addressed with the results being submitted to the American National Standards Institute (ANSI) to validate the outcome and ensure that inspection standard becomes ANSI/EIMA 99 A.1 - 2018, Standard Practice for Inspection of the Application of Exteri-

or Insulation and Finish Systems (EIFS) and EIFS with Drainage in the very near future. Use of the inspection standard will be entirely voluntary with the intended users being independent third parties.

10TH ANNUAL MEETING OF THE EUROPEAN ASSOCIATION FOR ETICS (EAE)

The 10th Annual Meeting of the European Association for External Thermal Insulation Composite Systems (ETICS) was held in Baden-Baden, Germany on October 9 - 11. Founded in 2008 in Baden-Baden, the members of the EAE include 12 national ETICS associations, six major European supplying materials' associations and nine supporting members, which include ETICS manufac-

turers as well as research institutes. The EAE represents about 80 per cent of Europe's revenue from ETICS. The common aim of all these groups is to improve the energy efficiency of the European building stock. This comes about through continuing technical developments in materials, construction materials and technologies, and through ongoing dialogue with politi-

cians. A North American continent was represented at this meeting by EIMA Executive Director Dave Johnston and the EIFS Council of Canada (ECC) President John Garbin. EIMA, ECC and EAE agreed to work together to exchange information about EIFS/ETICS and each other's respective industries in order to advance the usage of exterior insulation systems.

GYPSON MANAGEMENT AND SUPPLY SHOW A HIT

Gypsum Management and Supply (GMS) just completed a successful expo in Charlotte, North Carolina on October 25-26, and EIMA was in attendance. The two day show presented an opportunity to visit with several existing members and discuss the advancing EIFS industry with others trying to get in. Whether they were contractors looking for educational information, or suppliers with new products, the gathering was a huge success.

Adding more involvement to EIMA activities is the Director of Marketing for GMS, Michelle Leader, who doubles as the Chair of the EIMA Membership Committee, and actively engages in



finding new ways to promote joining the association.

EIMA

EIFS INDUSTRY MEMBERS ASSOCIATION