

# EIFS BRIEFS

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**Calendar**

**ASHRAE Winter Conference and 90.1**

January 12–16, 2019  
Atlanta, GA

**World of Concrete Show 2019**

January 22–25, 2019  
Las Vegas, NV

**AGC Insurance & Risk Management Conference**

January 28–30, 2019  
Bonita Springs, FL

**NAHB International Builders' Show**

February 19–21, 2019  
Las Vegas, NV

**EIMA Annual Meeting**

March 20–22, 2019  
Houston, TX

**AWCI Convention + INTEX Expo**

April 22–26, 2019  
National Harbor, MD

## “START WITH WHY” KEYNOTE TO HEADLINE 2019 EIMA ANNUAL MEETING

Heath Slawner of the Simon Sinek organization will present the keynote speech titled “Start with Why” at the 2019 EIMA Annual Meeting to be held on March 20–22 at The Woodlands Resort, located just north of Houston, Texas.

*“Everyone has a WHY. Do you know yours? The WHY is the purpose, cause or belief that drives every one of us. The whole concept of WHY is grounded in the tenets of the biology of human decision making. How the Golden Circle works maps perfectly with how the brain works.”*

*-Simon Sinek*



First introduced in 2009 in a TED Talk, Simon Sinek’s “Start with Why” concept has swept the nation. Heath Slawner, one of the “Ignitors” in Sinek’s organization, is a passionate speaker whose gift lies in connecting people and ideas with creative energy. With his work at the intersection of leadership, influence and trust, Heath vividly shares insights and perspectives that help others take performance to the next level.



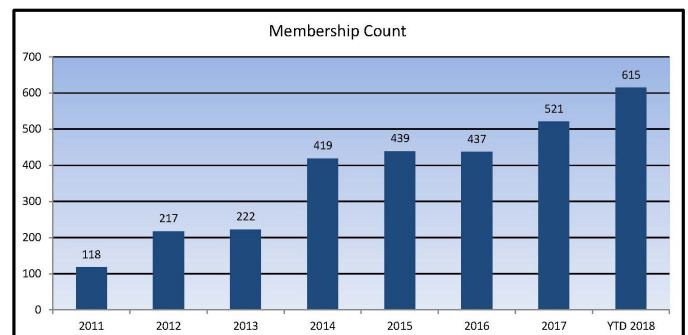
Don’t miss the opportunity to experience the this fantastic keynote presentation. Mark

your calendars now for the 2019 EIMA Annual Meeting. This is one industry meeting you won’t want to miss!

Annual meeting details, sponsorship opportunities, registration and hotel information will be published early in the new year. In the meantime, if you have any questions about the 2019 EIMA Annual Meeting, please feel free to contact any member of the EIMA staff.

## EIMA MEMBERSHIP TOPS 600

EIMA is pleased to announce its membership grew to 615 members in 2018, an 18% increase over last year. EIMA membership overall continues to be on the rise, growing by a whopping 421% since 2011. Growing interest in the EIFS industry by Architects is evidenced by a 48% increase in this category of EIMA membership.



## EIFS IN THE SPOTLIGHT: AC HOTEL WESTSHORE TAMPA

Westshore Tampa is an ever-growing business district which includes Tampa International Airport. Westshore includes over 11,000,000 square feet of commercial office space with over 100,000 people employed. The area also includes over 200 restaurants and 2 major shopping malls. Easy access to the airport, the high-volume of business travelers, and options for shopping and dining made Westshore an appealing location for the developers of the AC Hotel by Marriott.

AC Hotels feature modern, crisp designs which seek to appeal to the business traveler and millennials. This project design featured crisp, clean white finishes and wood look panels as an accent feature. EIFS was an easy choice for the white sand finishes, but the wood look was a challenge due to the complex detailing and integration to include continuous insulation.

Master Wall® CIFS® Wood Grain was the easy choice once evaluated against competitive alternatives. Including the CIFS® Wood Grain al-



lowed for a single cladding system to be installed on the entire exterior skin. Integration of the Wood Grain finish and the traditional “EIFS” finishes allowed for seamless transitions.

The single-source system includes a fluid-applied air and moisture barrier, drainage, continuous insulation, reinforcement, and a durable, fade-resistant finish. NFPA 285 testing also offers owners peace of mind when including CIFS® Wood Grain along with other Master Wall® finishes.



Since completion, the AC Hotel Westshore Tampa has been featured in multiple publications and hospitality news sites. LP Construction of Florida was also awarded the FWCCA Hospitality Project of The Year for 2018 for their incredible work on the project.

## EIMA BEGINS WORK ON NEW STANDARD FOR WRBs

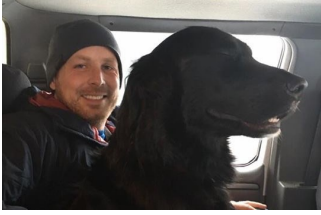
EIMA is inviting anyone with interest and expertise in fluid-applied air/water resistive barriers (A/WRB) to volunteer to participate on a standard development initiative to develop standardized criteria for fluid-applied air/water resistive barriers. The new standard, when adopted, will provide performance criteria for

those air/water-resistive barriers that most commonly go underneath EIFS, but can and do easily and effectively be used underneath other exterior or opaque claddings. This new standard will be developed using the EIMA standards development procedures that are accredited by the American National Standards Insti-

tute (ANSI). Depending on their area of expertise, participants will be divided among three categories: General Interest, Producer, and User. A numerical balance is sought among the three categories. If you have interest in participating, please contact Dave Johnston at [djohnston@eima.com](mailto:djohnston@eima.com).

# CONTRACTORS' CORNER:

## COLD WEATHER EIFS APPLICATION



**Written by Brian Zuschmidt**  
**Paramount Contracting**

EIFS requires a temperature of 40 degrees and rising for 24 hours for proper installation. Depending on the region you live in, there are different precautions that must be taken. When it comes to heat and winter protection while installing EIFS, there are many considerations.

The first consideration is keeping EIFS above 40 degrees for

the specified time, along with even heat distribution. When using artificial heat, typically propane, even heat distribution is key. In any given situation, you most likely have very cold temperatures at the ground level of your scaffold and tent, while extreme heat at the top of the wall. Fans should be placed around the tent to circulate the heat more evenly to allow for proper drying. Also, store materials inside a heated space on the job site, or bring in just enough material to use for that day.

Another consideration, and it's a very big one, is safety. While using temporary heat, specifically propane or kerosene, all precautions must be taken to keep workers safe. It is highly recommended to place CO2

detectors sporadically around the scaffold, along with fire extinguishers. Check with officials in your locality if a fire watch person needs to be designated. A fire watch person stays on the job continually, in shifts if necessary, to monitor the tent and temp heat, in case a fire would break out.

While installing EIFS during the winter is something we cannot change due to construction schedules, it would be desirable to install EIFS during normal weather seasons to avoid working under tenting and artificial heat sources.

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

## EIMA GUIDE TO IMPACT RESISTANT EIFS NEARS COMPLETION

For over a year, the members of the EIMA Technical and Research Steering Committee have been working on a publication that would provide the design professions with general guidance on building locations where impact resistant EIFS should be used. The publication will inform the reader that EIFS are sustainable, durable, and resilient. It

will also note that highly impact resistant EIFS are not new and are easily achievable using industry standard application practices and products that are very effective and economical. The publication will point out that the keys to high impact resistant EIFS are the same as for any quality construction: good design; firm and definitive specifications;

use of the proper products; and proper construction. The goal of the publication is to provide information and guidance to designers and specifiers regarding how to achieve impact resistant performance that is in line with project requirements and owner expectations. The publication will be released in the first quarter of 2019.

## EIMA PARTNERS WITH NAHB RESEARCH LABORATORY TO LOOK AT RESIDENTIAL MARKET

At the 2018 IBS, representatives from the Home Innovations Research Laboratory (HIRL) approached EIMA. With countless research backing the value of EIFS, interest from homebuilders continues to grow.

After several conversations between EIMA and HIRL, a research program with homebuilders was established, and executed in the fall.

EIMA recently received the results from the in-depth interviews with 11 homebuilders across the US. These hour-long conversations confirmed many things the industry already knows, and also revealed some surprises. Two large takeaways were the challenges homebuilders have with finding skilled labor, and the need to promote the wide variety of finishes EIFS can achieve.

Additionally, homebuilders look at EIFS as a modern and slightly more high-end product.

To learn more about homebuilders perceptions, a second phase of the study will be conducted in early 2019, and will interview 400 more homebuilders. Results will be unveiled at the 2019 EIMA Annual Meeting.

# EIMA WELCOMES NEW MEMBERS

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

## Distributor

**Nustar Building Materials**  
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Alexandria, VA 22315-0277  
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**Wall System Solutions, LLC**  
504 Mount Vernon Way  
Peachtree City, GA 30269  
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**Zacatecas Exterior, LLC**  
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**American Construction Investigations**  
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Houston, TX 77008  
(713) 979-0862

**Arc1 Design**  
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Calgary, AB T2P1J3  
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**Architects RZK Inc.**  
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(321) 631-8039

**ATDS Design**  
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125-10 Queen's Blvd  
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Scottsdale, AZ 85253  
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[www.dietericharch.com](http://www.dietericharch.com)

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Alexandria, VA 22314  
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Midlant Public Works  
Department Norfolk**  
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**Nelson Tremain Partnership**  
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Minneapolis, MN 55414  
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[www.ntp.cc](http://www.ntp.cc)

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[www.greenhaus.org](http://www.greenhaus.org)

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7741 Market Street Suite F  
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**Swartz and Kulpa Engineering**  
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**SWS Panel Inc.**  
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