

EIFS BRIEFS

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CALENDAR

World of Concrete 2021

June 7-10, 2021
Las Vegas, NV

AIA National Conference on Architecture

June 16-19, 2021
Philadelphia, PA

FWCCA Annual Southeastern Trade Show and Convention

July 21-25, 2021
Orlando, FL

AWCI's Convention and INTEX Expo

October 17-20, 2021
New Orleans, LA



NYC DEPARTMENT OF BUILDINGS RELEASES PROPOSAL

On Thursday, April 22 the New York City Department of Buildings announced their proposed changes to building codes in the City. Within these changes is the inclusion of fire blocking language that would result in a **de facto ban on EIFS** and others. If adopted, EIMA believes this language could be used in other areas of the United States.

“Current proposals regarding the use of combustible insulation and exterior wall coverings in New York City will effectively eliminate many building materials and have unintended detrimental consequences to the construction industry as well as the community at large. Systems that have not gone under rigorous testing and review processes are intended to take their place,” said David Johnston, Executive Director/CEO for EIMA. “In short, a design that individuals hope will work is taking the place of code-compliant building systems

that we know work. While EIMA fully espouses that the safety of the building occupants and first responders is paramount, years of actual use across the United States and exhaustive testing have addressed the concerns of which the proposed code revisions are intended. EIMA strongly believes that the proposed requirements are impractical, unnecessary, and not scientifically guided.”

It was recently discussed that in New York City 70% of carbon emissions come from buildings. All too often decisions are made that supplement climate initiatives in favor of language pertaining to fire safety, when they in fact can go hand-in-hand. If New York City is serious about their climate initiatives, about retrofitting out-of-date buildings, and fire tested solutions, they should be serious about making revisions to the Department of Buildings proposal.

Next Steps:

EIMA needs all of your help to advocate on behalf of EIFS in New York City. It is believed that the process will move quickly, so there is no time to waste.

What can EIMA members do?

- 1) Use the talking points to reach out to members of the city council, specifically committee members who will weigh in on this proposal. *EIMA can provide a list of contacts.*
- 2) EIMA is assembling a list of individuals to submit written statements. If you're interested, let us know.

Contact Scott Robinson at srobinson@eima.com for a list of talking points and email contacts.

PREMIER SHOWING OF THE EIFS HERO PROJECT AWARDS SLATED FOR MAY 19TH

EIMA is pleased to announce that the results of the 2020 EIFS Hero Project Awards will be revealed during a virtual awards ceremony on May 19, 2021 at 3:30 pm.

Now in its third year, the EIFS Hero Project Awards recognizes and honors outstanding projects in the EIFS industry in a variety of building categories.

The 2020 competition saw a total of 34 projects submitted. The jury poured over the entries during its deliberations on February 24, 2021 and decided that 18 EIFS projects were worthy of recognition. The choice of the prestigious "Hero of the Year"



award was a difficult one, as the competition this year was fierce.

Did your project win? Tune in on May 19, 2021 to find out. You don't want to miss this premier industry-wide event

that showcases the best of the best EIFS projects in the marketplace today.

Registration details will be forthcoming soon,

EIMA PARTNERS WITH CONSTRUCT-ED

With the launch of EIMA University coming in late 2021, Construct - Ed was identified as another platform that is currently offering educational services to the construction industry. Sarah Nichols who chairs the EIMA Contractor Committee initiated the efforts that resulted in this collaboration. While raising the profile of those in the EIFS industry, EIMA has partnered with this platform by sponsoring the [EIFS Installer](#) page on their website.

A priority of the entire construction industry has been to recruit skilled labor to the workforce. These pages by Construct - Ed highlight the benefits of these positions and how individuals can build successful careers in the

Learn About the EIFS Installer Job Description, Salary, and Requirements.



construction industry.

This partnership builds upon several successful conversations EIMA has recently had

with organizations like Build Your Future, Generation T, and others.

ROCKWOOL JOINS EIMA

EIMA is pleased to announce the addition of Rockwool to its membership rolls. Rockwool joins EIMA in the Associate member category which is comprised of firms that are regularly engaged in the sale of components, equipment, or supplies to the North American EIFS industry but do not qualify as an EIMA Manufacturer Member.

Rockwool, a manufacturer of stone wool insulation, offers a full range of high-



performing and sustainable insulation products for the construction industry. Rock-

wool's first North American production facility is based in Milton Ontario and is 750,000 square feet in size.

Ryan Martin, Product Manager (Exterior Wall, Roofing and Core Solutions), is the firm's EIMA representative and can be reached at ryan.martin@rockwool.com.

EIMA PARTICIPATES IN NEW WALLS AND CEILINGS PODCAST

On March 19, Walls & Ceilings launched their new podcast, *If Walls Could Talk*. The first guest of this new podcast was EIMA's Director of Public Affairs Scott Robinson.

The 30 minute discussion focused on several initiatives from advocacy efforts in New York City, recruiting Generation Z to the construction industry, women in construction,

and EIMA celebrating its 40th anniversary. With the continual attention being given to climate change, Robinson discussed how a proven system like EIFS can provide solutions that meet the goals being set



forth on the national level.

THE WOMEN OF THE EIFS INDUSTRY RECOGNIZED

The National Association of Women in Construction (NAWIC) presented Women in Construction (WIC) Week, March 7-13, 2021.

Every year, WIC Week highlights women as a viable component of the construction

industry. It also emphasizes their growing role in the industry and raises awareness of the many opportunities available to them.

In celebration of WIC Week, EIMA proudly recognized women in leadership positions in

the EIFS industry. Each day during the week, EIMA highlighted a female leader from within its membership. On the final day, EIMA challenged members to mention women in their companies that deserved accolades.



Lauren Eubank
GMS



Sarah Aird-Nichols
Robert A. Aird, Inc.



Michelle Leader
Sto Corp.



Barbara Catlow
Dryvit Systems, Inc.



Laurie Joseph
EIMA

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



8024 Esquesing Line
Milton, Ontario L9T 6W3
(905) 749-5397
<https://www.rockwool.com>

Architects

**Anthony Fiorentino
Architecture**
13228 N 3rd Street
Phoenix, AZ 85022
(949) 300-6646
http://
www.anthonfiorentino.com

Bill Montelbano Architect
5590 Reeve Road
Mazomanie, WI 53560
(608) 795-4540

**Braddock Architectural
Services**
P.O. Box 183
O'Fallon, IL 62269
(618) 558-9587

Centennial College
755 Morningside Ave.
Room 338
Toronto, ON M1C 5J9
(416) 458-1893
www.centennialcollege.ca

CSHQA
200 W. Broad St.
Boise, ID 83702
(208) 429-4170
www.cshqa.com

Elevar
6518 Chablis Drive
Hamilton, OH 45011
(513) 503-6846

Garner Consulting Group, LLC
100 Commons Road
Suite 7-302
Dripping Springs, TX 78620
(512) 415-5488
www.garnerconsultinggroup.com

Architects (continued)

Hlynsky + Davis Architects Inc
2439 Bellevue Avenue
West Vancouver, BC V7V1E1
(604) 925-3631

HSR Associates
100 Milwaukee St
La Crosse, WI 54603
(608) 785-4717

Hudson International
196 Overlook Dr
Milford, PA 18337
(917) 270-4183
<https://www.hudsonies.com/>

JAD Design Services
5044 Dragon Pl Unit B
Kapolei, HI 96707
(480) 782-1803

Kaplan Architects, Inc.
5062 Arrowhead
W Bloomfield, MI 48323
(248) 361-6000

Moisture Intrusion Solutions
475 Fentress Blvd.
Daytona Beach, FL 32114
(386) 631-5552

Paladin, Inc.
38 Applecross Road
Weaverville, NC 28787
(859) 333-7645
www.paladinengineers.com

SLA Architects
2004 Quail Creek Drive
Suite 200
Wichita Falls, TX 76310
(940) 767-7478

**Stan Withers Architecture
& Design**
Folsom, CA 95630
(916) 730-4010

Terracon
17515 W Nine Mile Rd.
Southfield, MI 48075
(248) 234-7779

Contractors

Aztech Plastering LLC
11255 W Torino Avenue
Las Vegas, NV 89161
(702) 875-4850
www.aztechplastering.com

J L Lewis Contractors Inc
2615 Eugenia Ave.
Nashville, TN 37211
(615) 255-5061
www.jllewiscontractors.com

Margoles Construction LLC
159 Main St.
Westfield, MA 01085
(413) 454-8945
www.margolesconstruction.com/

Premier Wall Systems, LLC
P.O. Box 271
Bunnell, FL 32110
(904) 806-4472

StuccoPhila LLC
3060 Almond Street
Philadelphia, PA 19134
(215) 667-1454

V&V Construction, LLC
2227 Lovell Rd
Knoxville, TN 37932
(865) 310-3492
www.vandvconstructionllc.com/

Vanni Construction LLC
8531 Oswego Rd
Baldwinsville, NY 13027
(315) 952-3797

Xtek Restore
S78W29400 Frog Alley Rd
Mukwonago, WI 53149
(262) 666-3888
www.xtekrestore.com

Distributors

Foam Products Corporation
2525 Adie Road
St. Louis, MO 63043
(314) 739-8100
www.fpcfoam.com

Distributors (continued)

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Greensboro, NC 27406
(336) 273-3491
www.guaranteedsupply.com

**Longhorn Stucco & Masonry
Supply**
P.O. Box 1120
Kyle, TX 78640
(512) 738-3033
www.longhornstucco.com

L&W Supply
<https://lwsupply.com/>

Glendale, AZ
(480) 337-5480

Chico, CA
(530) 879-1620

Benicia, CA
(707) 747-0102

Santa Rosa, CA
(707) 525-8775

Inglewood, CA
(424) 414-5318

Hialeah, FL
(305) 821-8000

Elk Grove, IL
(847) 303-9800

Louisville, KY
(502) 966-0361

Lexington, KY
(859) 231-6150

Grand Rapids, MI
(616) 243-3000

Cincinnati, OH
(513) 723-1150

Appleton, WI
(920) 739-7477

Madison, WI
(608) 244-4495