



# NEWS RELEASE

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## **EIMA Announces Launch of New Responsive Website**

**Falls Church, Va., June 15, 2016**— The EIFS Industry Members Association (EIMA) is announcing the launch of their new website.

“One of the main goals at EIMA is to keep our digital and online presence up-to-date.” said Dave Johnston, executive director for EIMA. “The excitement in the EIFS industry is continuing to grow, and the launch of our redesigned website provides further testament to this fact.”

Visitors to the new EIMA site notice the overall appearance is similar, but the features have increased greatly. In addition to visual and categorical upgrades, there are several new and enhanced features:

- A responsive template, allowing the website to be easily viewed on all devices
- Better navigation tools for maneuvering the website
- An EIFS Initiatives page that highlights some ongoing projects
- An expanded EIFS Insurance page
- A redesigned EIMA Blog
- Sponsorship capabilities on each page

Founded in 1981, the EIFS Industry Members Association (EIMA) is a national non-profit technical trade association comprised of leading manufacturers, suppliers, distributors and applicators involved in the exterior insulation and finish systems (EIFS) industry. For additional information please visit [www.EIMA.com](http://www.EIMA.com).



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