



NEWS RELEASE

For More Information:

Scott Robinson, (703) 538-1614

E-Mail: srobinson@eima.com

www.EIMA.com

EIMA Names Mike Sweeney Press Award Recipient

Falls Church, Va., April 24, 2012— The EIFS Industry Members Association, during the general session of the 2012 Annual Meeting in Charlotte, North Carolina, named Brad Berton and his article EIFS in Practice: Implementation Case Studies, from Commercial Property Executive, as the 2012 Mike Sweeney Press Award Recipient.

The Mike Sweeney Press Award was created in memory of the late Media Manager of Sto Corp, and to recognize an article from a daily publication, either on-line or in-print, that showed the benefits of Exterior Insulation and Finish Systems (EIFS) on a variety of levels. Several articles were submitted that met the criteria, ranging from success stories in zoning cases to energy efficiency upgrades thanks to EIFS.

The article, from March 13, discusses the growing interest in EIFS in the commercial sector; outlining a case study of three locations where it was selected as the exterior cladding system of choice. In all three cases energy reduction is at forefront of the reasons behind using EIFS, in one case it helped contribute to a LEED Gold Certification and an 84% reduction in natural gas consumption. Another case, involving the Banner Desert Medical Center in Mesa, just outside Phoenix, expected cooling costs of 20% alone.

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.



EIFS Industry Members Association (EIMA)
513 West Broad Street, Suite 210
Falls Church, VA 22046