



NEWS RELEASE

For More Information:

Scott Robinson, (703) 538-1614

E-Mail: srobinson@eima.com

www.eima.com

EIMA Offers Support and Assistance for the Better Building Challenge

Falls Church, Va., December 15, 2011—The EIFS Industry Members Association (EIMA) has announced its support for the Better Building Challenge. On December 2nd, President Obama announced a \$4 billion investment for energy upgrades to both federal and private-sector buildings as part of the Better Building Challenge; he was joined by former President Clinton and 60 other participating organizations for the announcement.

“EIMA stands ready to be a partner on these energy efficiency improvements” said EIMA Board of Directors’ President Buck Buchanan in a letter dated December 13th to President Obama. Buchanan went on to offer up the assistance of EIMA representatives to meet on the initiative’s goals for 20% reductions by 2020. Stressing that these goals cannot just be accomplished overnight Buchanan went on to say, “We are pleased to see these immediate steps being taken to make sure the goals we share are a reality in the near and long term.”

“Research conducted by the Oak Ridge Laboratory and supported by the Department of Energy indicates that EIFS, Exterior Insulation and Finish Systems, are the best performer when compared to brick, stucco, and cementitious fiberboard siding” says David Johnston, executive director of EIMA. “EIFS is proven to reduce energy costs more than other exterior claddings, while also offering design flexibility. Simply put, EIFS can help accomplish both the short and long term goals of businesses looking to upgrade their buildings.”

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