



NEWS RELEASE

For More Information:

Scott Robinson, (703) 538-1614

E-Mail: srobinson@eima.com

www.EIMA.com

EIMA Applauds the Department of Energy's Program and Promotes Energy Efficiency Performance with EIFS

Falls Church, Va., January 10, 2012— The EIFS Industry Members Association (EIMA) applauds the U.S. Department of Energy's (DOE) Building Technologies Program (BTP), on their intent to issue a Funding Opportunity Announcement (FOA) for the development of innovative clean energy technologies for buildings that can be market-ready within 5 years of the award.

BTP is seeking innovative energy savings ideas through mechanical systems and building envelope technologies. The timing of the Notice of Intent will allow for potential applicants to begin developing the potential partnerships and engage in all positive research and planning that will be needed to meet the requirements of the application for the program. The Notice of Intent states, "BTP's goal is to create marketable technologies and design approaches that address energy consumption in existing and new buildings."

"EIFS is proven to reduce energy costs more than other exterior claddings systems, while also offering design flexibility. Simply put, EIFS can help accomplish both the short and long term goals of businesses and homes" says David Johnston, executive director of EIMA. "Due to the energy efficiency of EIFS, it may be possible in new construction to specify lower-capacity heating and air conditioning equipment without sacrificing anything in terms of interior comfort."

The National Institute of Standards and Technology (NIST) have evaluated the 5 life cycle stages of the environmental impact of EIFS. NIST determined over the 50 year life cycle of a building's carbon footprint, EIFS is 5 times less than brick and 3 times less than that of stucco. "EIFS provides a continuous layer of insulation. Putting EIFS on your building is like throwing a blanket over it on a cold day" says Buck Buchanan, president of EIMA's Board of Directors. "I was happy to recently offer

EIMA's support for another energy efficiency initiative the Better Building Challenge; as even our rivals are quick to admit we are the energy efficient alternative".

Research conducted by the Oak Ridge National Laboratory and supported by the Department of Energy has validated that Exterior Insulation and Finishing Systems (EIFS) are the best performer when compared to brick, stucco, and cementitious fiberboard siding.

For additional information about the Department of Energy's Building Technologies' Notice of Intent, please visit www.eima.com/news.shtml.

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