

EIMA PLANS FOR 2009 ANNOUNCED DURING ANNUAL MEETING

Members meet to learn more about agreement with AWCI, green advocacy program, continuing ORNL study and market growth initiatives

ATLANTA – April 20, 2009 – The EIMA Annual Meeting was held on March 25 in Nashville, Tenn., alongside AWCI's Annual Convention & INTEX Expo . The occasion gave manufacturers, distributors and contractors an excellent opportunity to learn from both organizations.

EIMA-AWCI Agreement Good for All

AWCI President Jim Keller of Grayhawk, LLC, joined Dryvit Systems President and EIMA Secretary Peter Balint in explaining the new relationship between EIMA and AWCI. Keller explained that the two-year partnership is not a merger, but provides a valuable sharing of ideas. He said EIMA's technical knowhow complements AWCI's marketing expertise, applicator program and core group of contractor members. Peter Balint concurred that the partnership will help spread the EIMA message that EIFS are superior to other wall systems as well as affordable and easy to install. Keller and Balint also explained EIMA's new executive director is expected to be announced soon.

Housing Turnaround Expected

David Boivin, EIMA President and President of Sto Corp., opened the general session with words of hope despite the current economic trends. He predicted housing growth will resume by the second half of the year and that the stimulus plan will improve the housing market. Boivin announced that EIMA is organizing an advocacy committee to educate legislators about EIFS "green" advantages since a number of green building initiatives are part of the stimulus.

EIMA to Advocate for Green Initiatives

Tony Stall, Dryvit Systems Vice President, Marketing and Sustainability, explained the mission of the EIMA Green Advocacy Committee. Stall said EIMA hopes that the committee will help position EIFS energy efficient performance and other benefits in the administration's pro-green strategy. The group's action steps include strategies such as lobbying the DOE and EPA, partnering with other like-minded organizations, funding initiatives through private venture capital and promoting the committee's activities through the media.

Communications Committee Getting the Word Out; New PowerPoint Pending

Alec Minné, Sto Corp. Director – Marketing & Planning, and chairman of the EIMA Communications Committee, summarized the committee's internal and external outreach efforts. Advertising, marketing and public relations strategies were used to present the benefits of EIFS and EIMA to key audiences such as architects and building code officials. Minné was joined by committee members Kent Stumpe of BASF Wall Systems and Jamie Makuuchi of ParexLahabra. Each reported on developing an EIFS PowerPoint presentation for general use as well as the basis for an AIA CEU program. In addition, a new brand protection program was demonstrated by showing how it was used to respond to negative stories in the media that arose following the Monte Carlo Hotel fire in Las Vegas last January.

Oak Ridge to Launch NET Facility Phase III in September

The EIMA Technical Committee's update was presented by Bill Preston of Dryvit Systems. Preston explained how EIFS adoption into the international model building codes helps former detractors of the industry to now realize the advantages of EIFS. He announced Phase III of the Oak Ridge National Laboratory study is set to begin in September 2009. This next phase, according to Preston, will involve creation of a general model based on data from the two previous NET facility testing programs. Once completed, the model will provide similar data predictions for any climate zone in the country. Preston also reviewed current and pending ASTM standards, and he detailed EIMA's efforts to appeal to the IECC to adopt a code change for inspecting sheet-type barriers as well as the current inspection of liquidapplied barriers.

EIFS --Going Back to Look Ahead

Buck Buchanan, ParexLahabra VP of Sales & Marketing and EIMA board member, offered an EIFS retrospective and vision for the future. After a review of EIFS evolution and timeline from 1969 to present day, Buchanan encouraged the audience to work harder to educate architects, building owners and code officials. He urged a reemphasis of how EIFS has come full circle back to its roots as a high-performing wall system that offers more flexible design and affordability. He also encouraged EIFS manufacturers to work together by focusing on taking business away from brick and other cladding competitors, and not from each other.

ABOUT EIMA

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 information, contact EIMA at 800-294-3462, eifsinfo@eima.com, or www.eima.com.