

# EIFS BRIEFS

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## Calendar

- Associated General Contractors 92nd Annual Convention, Las Vegas, NV: March 21-25
- EIMA Annual Meeting, Las Vegas, NV: April 4-6, 2011
- AWCI Convention + Intex Expo, Las Vegas, NV: April 3-7, 2011



## BIG CHANGES COMING IN MODEL ENERGY CONSERVATION CODES

During the last week of October, more than 500 state and local code officials voted on changes to the nation's model energy code to achieve energy savings of 30 percent relative to the 2006 model code. The changes made to the International Energy Conservation Code (IECC) are anticipated to increase the predicted energy efficiency of homes and commercial buildings by 30 percent over ASHRAE Standard 90.1-2004. The changes will be available for jurisdictions to adopt in April 2011, when the 2012 IECC is published.

Many of the changes relevant to commercial buildings came from a joint proposal developed by the New Buildings Institute (NBI), The American Institute of Architects, and the U.S. Department of Energy. Based on NBI's Core Performance protocol, the new requirements include the addition of a continuous air barrier, HVAC economizers in more climate zones than in the old code,

and lighting control systems that respond to daylight and occupancy needs.

The energy chapter of the International Residential Code was removed and replaced with the residential components of IECC. At the same time, residential requirements

in IECC were adjusted to include increased window performance, increased insulation requirements, better duct-sealing measures, and greater lighting efficiency, among other things.

(See related story about IECC on page 2)



EIMA and a variety of other representatives gather to discuss changes made to the IECC

## 3RD QUARTER EIFS INDUSTRY STATISTICS SHOW A FLATTENING OF CONSTRUCTION

The third quarter production statistics gathered from EIMA manufacturing members evidence that construction markets are still anemic, but the steep decline has at least subsided. Net sales dropped only 1.6 percent in the 3rd quarter from the 2nd quarter. Net sales have dropped almost 10 percent, 9.6 percent,

though, measuring from the 3rd quarter last year.

The sales for the past two quarters show a remarkable improvement over the first quarter of 2010 when adverse weather was affecting the nation.

These estimates were compiled by examining the EIMA manufacturer member industry

volume of reinforcing mesh, base coat/adhesives dry, base coat/adhesives wet, aggregated finishes and non-aggregated finishes.

Detailed statistics have been distributed to EIMA members in a separate communication.

## EIMA DEFENDS EIFS AT ENERGY CODE HEARINGS

At the Final Action Hearings for the International Energy Conservation Code in October (see lead story), EIMA worked with other interests to protect exterior insulation and finish systems. In joining in expressing its opposition to a well-intended proposed code change that meant to define 'continuous insulation', EIMA and its allies preserved EIFS with drainage. The proposed change was withdrawn by its proponents after this opposition.

The proposed code change, offered by the Foam Sheathing Coalition, would have, if adopted, required no voids for drainage planes. The pro-

posed change defined 'continuous insulation' as "insulation installed continuously across all structural members on the interior, exterior, or integral to any opaque surface of the building envelope without intervening vented air spaces or thermal bridges other than fasteners and service openings."

In addition to preserving EIFS with drainage, another beneficial result of this event is the agreement between EIMA and FSC to work together to develop a code change proposal that will establish an universally-accepted definition of 'continuous insulation.' FSC's



membership includes the Extruded Polystyrene Manufacturers Association, the Expanded Polystyrene Molders Association, the Polyisocyanurate Manufacturers Association, as well as major insulation manufacturing firms.

## ASTM SYMPOSIUM ON WALL CONDENSATION

On October 10-11, ASTM conducted a Symposium on Condensation in Exterior Building Wall Systems in San Antonio, Texas. In the first part of this two part symposium, a tutorial was held on water vapor transmission and how it is related to condensation. In the second part, six common dynamics that cause conden-

sation in buildings were examined: air transfer, diffusion, convection, thermal bridging, basements and fenestrations. Sixteen papers on these topics were presented including one on sill pan condensation that used EIMA's Natural Exposure Testing facility in South Carolina. The symposium raised the awareness

that despite the rise of computer simulation modeling, condensation problems in all types of wall assemblies still occur. The symposium also demonstrated that windows are having difficulty dealing with condensation. To overcome this, some solutions are to 'steal' heat from the building to warm the windows.

***Don't Forget to  
Renew your EIMA  
Membership for  
2011***

## EIMA CONTINUES TO CONNECT WITH CURRENT AND PROSPECTIVE MEMEBERS

With the end of the year quickly approaching, EIMA has gone to great lengths to make sure its membership base expands in 2011.

At the beginning of December, EIMA sent over 645 EIFS information packets to potential members. Contractors, distributors, architects, inspectors and other EIFS professionals were included in this prospective membership initiative. Thus far, EIMA has

gained several new members based on this mass mailing.

Current EIMA members were also sent information about the EIMA Annual Meeting and the association's accomplishments over the past year.

EIMA is working hard to connect with current members and expand its pro-

spective membership base. If you have ideas about how EIMA can better assist you, contact us at (703)538-1614 or [kgesaman@eima.com](mailto:kgesaman@eima.com)



## EIMA CONTINUES TO INCREASE ITS INFLUENCE IN WASHINGTON, D.C.

On December 8, 2010, the Advocacy and Industry Relations Committee met in Washington, DC to discuss ways to help EIMA increase its presence on a state and federal level.

Greg Bergtold, Business Director for Codes and Standards for Dow Building Solutions, attended the meeting to help EIMA devise a more directed advocacy plan. Bergtold recommended that EIMA should stay on the front-line of current issues, like claims involving halogenated products.

Many of the fire retardant chemicals in polystyrene are

halogenated organic chemicals, meaning they contain chlorine or bromine bonded to carbon. Some environmental groups assert that halogenated products could have a negative impact on human health and the environment. EIMA and a variety of other trade associations and corporate entities will continue to fight these types of unfounded claims.

The Advocacy Committee also concluded that another priority is to expand relationships with insurance interests. In 2011, EIMA will collect a variety of data to present to insur-



ance companies in order to improve their impression of EIFS.

EIMA will work closely with individuals at Dow Chemical Company to advance both of our agendas concerning EIFS-related materials.

## RESEARCH INITIATIVE WITH STEEL FRAMING ALLIANCE CONTINUES INTO 2011

EIMA's joint research project with the Steel Framing Alliance (SFA) will continue into 2011 with an anticipated completion in the early spring of 2011. The purpose of this research is to test and retest steel stud wall assemblies that include those with in-cavity batt insulation and those that SFA calls

'warmwalls', which are comprised of continuous exterior insulation. The testing will compare energy efficiency of in-cavity insulation to continuous exterior insulation and then look at the recent results with test results from the 1990s.

The research will test/retest about 20 steel stud wall

assemblies. The test panels will be both 16 and 24 inch on-center with 22.4% of steel being placed against exterior wall. Although the testing is too late to use for 2012 International Energy Conservation Code and 2010 ASHRAE 90.1, SFA will use the data to publish design guidelines. The testing is at the Oak Ridge National Laboratory.

***EIMA's  
Commitment to  
Technical  
Research  
Continues with the  
Steel Framing  
Alliance***

## U.S. GREEN BUILDING COUNCIL SUED FOR MISREPRESENTING ENERGY PERFORMANCE

A class action lawsuit has been filed against the U.S. Green Building Council (USGBC) claiming the organization fraudulently misled consumers and misrepresented energy performance of buildings certified under its LEED rating system.

Henry Gifford, a mechanical systems designer, filed the lawsuit in federal court.

USGBC claims that its LEED

buildings are about 25-30 percent more efficient than the national average. However, Gifford claims that LEED buildings are on average 29 percent less efficient.

The suit demands that USGBC stop this deceptive practice and pay \$100 million in compensation to its class action victims. Plaintiffs in the case include owners who paid for LEED certification on false premises, taxpayers whose

money has subsidized LEED buildings, and professionals like Gifford whose livelihoods have been harmed by LEED.



## CONTRACTOR PROFILE: JEFF MULLER & VINCE OHLER, OWNERS OF M&O EXTERIOR APPLICATORS

Jeff Muller and Vince Ohler were in their early twenties when they landed a job working for the same Maryland contractor. Muller says the two men "just liked working together," so after a long day on the construction site the pair would search for small projects to tackle together.

In 1987, these piecemeal projects turned into a full-fledged business – M&O Exterior Applicators, located in Frederick, Maryland. When the company started, owners Muller and Ohler worked over

15-hours a day, splitting time between field tasks and office duties.

Today, the hard work has paid off. The company is completing a residential project in Gettysburg, Pennsylvania which will include over one-million square feet of EIFS for about 380 homes.

In order to maintain its integrity, M&O Exterior Applicators offers extended five-year warranties for its EIFS workmanship. This warranty helps the company earn new business

since there's still some skepticism about EIFS, Muller says.

Another way M&O Exterior Applicators keeps business strong is by specializing in prefabricated EIFS wall panels. The company constructs the EIFS panels off-site and ships them to a job location. The pair noted that prefabricated wall panels are great for renovation projects where residents continue to inhabit the building during construction.

Visit [www.moapplicators.com](http://www.moapplicators.com)

### CONTRACTOR NEWS:

#### *Information for EIFS Contractors and Applicators*

## BEST BUY REQUIRES EIFSMART CONTRACTOR SEAL

When Best Buy was soliciting for a contractor to build its Carmel Mountain, California store, it had a specific requirement – the contractor must have the EIFSmart Contractor Seal. Specifically, Best Buy asked for "evidence of EIFS certification as provided by the Association of Walls and Ceilings Industry (AWCI)."

A company can earn its EIFSmart Contractor seal by showing that 40 percent or more of its EIFS employees hold a current EIFS Mechanic or EIFS Professional AWCI certification.

This seal demonstrates that a company is dedicated to quality EIFS installations, adheres to a Code of Ethics, and em-

loys individuals trained and tested by the AWCI EIFS—Doing it Right® certificate program.

Earning the EIFSmart Contractor Seal could help your company earn new business.

For more information, visit <http://www.awci.org/eifsmart.shtml>

## INDIVIDUAL ACHIEVEMENT CAN LEAD TO COMPANY RECOGNITION IN AWCI'S PROGRAM

Educating Individuals: Designed to "raise the bar" in the EIFS industry, AWCI's "EIFS — Doing it Right" program has been educating individuals for 12 years about industry-accepted standards and best practices for EIFS installations. Currently, over 3,300 individuals are certified through the program as EIFS Mechanics, EIFS Industry Professionals or EIFS Inspectors.

Questions? Call (703) 538-1612

Recognizing Companies: As the popularity of "EIFS — Doing it Right" grew, an important question arose: How can AWCI acknowledge the many contractors who are dedicated to educating and testing their employees through the program? In

2002, the EIFSmart Contractor seal was developed to recognize these quality-minded companies who meet the seal's eligibility requirements. Questions? Call (703) 538-1613.





## DISTRIBUTOR PROFILE: FRITZ REITTER, OWNER OF REITTER STUCCO & SUPPLY

Two Ohio State University students walked into Reitter Stucco and Supply and asked for help on a school-related project – they wanted to build a home. This wasn't just any home, it was a Pod Home, designed to demonstrate how sustainable design and engineering can reduce dependence on non-renewable energy sources and combat

climate change. Without hesitation, Fritz Reitter, owner and manager of the company, agreed to help.

Originally, these engineering and architecture students wanted a stucco façade, but Reitter encouraged them to use EIFS. "Due to the lightweight properties of EIFS, it's resistance to cracking, and its design flexibil-

ity, we thought it was the only way to go," Reitter said. As a bonus, EIFS added more insulation and provided the bright green

finish the students wanted, he added.

The Pod Home is 125-square-feet and includes a loft, kitchen and bathroom. The house was designed to be small, inexpensive and produced out of readily available local materials. It will be on display at the Center of Science and Industry (COSI) for ten-years.

Reitter Stucco and Supply is a fourth generation family business founded in 1915. Reitter works with brothers, Bobby and Jack, at the company located in Columbus, Ohio. Visit: [www.reitterstucco.com](http://www.reitterstucco.com)



### DISTRIBUTOR NEWS:

#### *Information for EIFS Distributors and Suppliers*

## BUREAU OF THE CENSUS'S MANUFACTURING AND TRADE INVENTORIES AND SALES REPORT

According to the U.S. Bureau of the Census in making its announcement of monthly Manufacturing and Trade Inventories and Sales data for October 2010 on December 14<sup>th</sup>, trade inventories for all businesses grew in October by almost 7 percent over the previous year, 6.9 percent.

Inventories for all businesses grew by almost 7 tenths of one percent from September 2010 to October 2010. Inventories in the category of 'Merchant Wholesalers' grew by a little more than 10 percent, 10.2 percent, in October 2010 over October 2009. Inventories in this category grew by a little less than

4 percent, 3.6 percent, from September 2010 to October 2010.

The Bureau of the Census reports this data on a monthly basis.

## HIGHER FUEL COSTS GREATLY AFFECTING DELIVERIES

Memphis package-delivery giant FedEx profits are being affected by recent increases in the price of fuel, among other cost items.

In reporting on its second-quarter results, FedEx said its profit declined to \$283 million, or 89-cents a share, from \$345 million, or \$1.10 a share, a year ago. Excluding charges, it earned \$1.16 a share in the latest period. Revenue, however, rose

12% to \$9.63 billion.

Standard & Poor's Equity Research analyst Jim Corridore says FedEx is ramping-up capacity for increased demand as volumes and yield trends are strong.

FedEx said its business grew across the board, but it absorbed more benefit expenses as it reinstated programs that had been curtailed during the recession. It also said that it faced higher fuel

costs which also affected its second-quarter results.



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**EIMA is on the web!**  
**www.eima.com**

*Take a look at EIFS, now.*



## About EIMA

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. EIMA is the recognized authoritative source for information about exterior insulation and finish systems (EIFS) and provides industry representation for its members.

For information on joining EIMA, please contact Dave Johnston at (703) 538-1616,

## WELCOME NEW EIMA MEMBERS

EIMA extends a most cordial welcome to its new members joining since October 31, 2010.

Barge, Cauthen & Associates  
James G. Ray and Rick Rogers  
Knoxville, TN

Yezzi Associates, LLC  
Massimo Yezzi, Jr. and Giovanni Peragine  
Toms River, NJ

Berliner Associates, Inc.  
B. Berliner  
Brookline, MA

WSJS Architects  
John Seifert and William Scherer  
Huntington, NY

Summit Architectural Services  
Brianna Dale  
Pikeville, KY

## REGISTER FOR EIMA'S ANNUAL MEETING, APRIL 4-6, 2011 IN LAS VEGAS

Unwind after the holidays at EIMA's Annual Meeting in Las Vegas, Nevada, April 4-6, 2011. The meeting, held in conjunction with AWCI's Convention and Intex Expo, will draw EIFS professionals, contractors, distributors, manufacturers, architects and a variety of other attendees from across the country.

The General Session will feature Ronald Lynn, immediate past president of the International Code Council, and Jay Crandell, owner of ARES Consulting and a consultant to the Foam Sheathing Coalition. Lynn and Crandell will discuss evolving code changes and examine the energy efficiency of EIFS.

Also, don't forget to test your luck in the EIMA "Strike it Rich" Golf Outing. One group of golfers will be the first ever recipient of the "EIMA Cup", a deluxe trophy that will be en-

graved with the winners names.

Annual Meeting registration is \$165 for EIMA members and \$215 for non-members. Participation in the golf outing is an extra \$195. A special group room rate is available at Paris Las Vegas until March 9, 2011.

### Monday, April 4:

- 10:30 a.m. – 11:30 a.m. EIFS & Related Products Committee Meeting
- 2:00 p.m. – 4:00 p.m. EIMA Technical and Research Committee Meeting
- 4:30 p.m. – 5:30 p.m. EIMA Advocacy and Industry Relations Committee Meeting
- 5:30 p.m. – 7:30 p.m. EIMA's Good Fortune Gala and Cocktail Reception (Sponsorships Available)

### Tuesday, April 5:

- 7:30 a.m. – 8:15 a.m. EIMA Contractor and Distributor Members Breakfast (Sponsorships Available)
- 8:15 a.m. – 9:30 a.m. EIMA Communications and Education Committee Meeting
- 9:30 a.m. – 9:45 a.m. Coffee and Refreshment Break (Sponsorships Available)



- 9:45 a.m. – 11:15 a.m. EIMA General Session: The EIFS Solution – Energy Efficiency and Curb Appeal
- 11:15 a.m. – 12:00 p.m. EIMA Membership Committee Meeting
- 12:00 p.m. – 6:30 p.m. EIMA "Strike it Rich" Golf Tournament (Sponsorships Available)

### Wednesday, April 6:

- 7:30 a.m. – 9:30 a.m. EIMA Board of Directors Meeting

For more information  
call (703)538-1614  
or e-mail kgesaman@eima.com

