

I-RIM Conference 2010

International Reflective Insulation Manufacturers Conference

June 21-23, 2010 ♦ Hotel Avenida Palace ♦ Barcelona, Spain



Event Sponsors:



Saving Energy Today for a Better World Tomorrow



With all that is happening in the world today and the struggle to survive in a challenging marketplace, it is imperative to be at the top of your game.

The I-RIM Conference will provide you with the insight and education you need on what is happening within the reflective products industry and allow you exclusive access to the most knowledgeable experts in the field. Now is the time to take control and prepare yourself for the future of your industry. That being said . . .

Please join us for the 2010 I-RIM Conference

ABOUT THE EVENT

This event began in 2007 as the I-RIMA Conference, which was held April 2007 in Paris, France. With the growing number of manufacturers spanning the globe and the interest in developing more unified building requirements around the world, this event has now become the International Reflective Insulation Manufacturers (I-RIM) Conference which will be held in various countries bi-annually to provide a forum in which industry professionals can learn and work together to grow the reflective industry and unite to create a more energy-efficient world.

ATTENDEES

The event will be attended by manufacturers, building and code officials, architects and engineers as well as those interested in getting involved in the reflective field.

SCHEDULE AT A GLANCE

Monday, June 21st

3 - 5 p.m. - Fundamentals of Reflective Technology (*optional*)

Tuesday, June 22nd

9 a.m. - Buffet Breakfast

9:30 - 11 a.m. - Welcome/Keynote Emilio Mitre

11:30 - 1 p.m. - The State of Reflectives (North America, Europe, Australia and Asia)

2 - 2:45 p.m. - Thermal Performance: Analysis and Testing

2:45 - 3:30 p.m. - Determination of Thermal Emittance

3:45 - 4:30 p.m. - Stability of Metalized Films and Foils

4:30 - 5:30 p.m. - Large-Scale Testing of Reflective Systems

7 - 10 p.m. - Cocktail Reception/Dinner

(A Special Thank You To Our Sponsors listed on Page 4)

Wednesday, June 23rd

8 a.m. - Buffet Breakfast

9-10:30 a.m. - A Comprehensive Study of Radiant Barriers

10:30 - 11:30 a.m. - Applications Around the World

Noon- 1 p.m. - Product Research

2 - 2:30 p.m. - RIMA International's Vision/I-RIMA within RIMA-I

2:30 - 3:30 p.m. - New Product Verification Program Unveiled

3:30 - 4:30 p.m. - Open Forum Discussion

Conference Adjourned

MEET OUR KEYNOTE - EMILIO M. MITRE



Emilio Miguel Mitre's experience in bioclimatic design dates back 25 years. He has worked (1986-1988) as Technical Director of Desarrollos Técnicos de la Madera, a private company devoted to the manufacturing of wooden structure buildings. Since 1989 he focused his activity on sustainable building design and construction, according to a concept named AMBIENTECTURA®, which integrates bioclimatic architecture and engineering processes in buildings. He has participated as energy consultant and coordinator in various European Union projects such as Energy Comfort 2000, BEST 2000, Pascool, SunRise and Regen Link. He has also acted as energy efficiency projects evaluator of behalf of the EU Commission.

In 2001 Emilio Miguel Mitre and Carlos Expósito Mora founded ALIA, Arquitectura, Energía y Medio Ambiente s.l., one of the best known sustainable architecture practices in Spain. ALIA's approach is aimed at achieving high profile energy and environmental results in a building.

Mr. Mitre graduated Fulbright-Hays in 1983 and was an ITT scholar in 1984. He has a Masters Degree in Environmental Planning, with specialisation in Bioclimatic Architecture and Computer Aided Design from Arizona State University (USA). In 1985 he received the graduate student award from AIA (American Institute of Architects). He attended the Universidad de Valladolid and became an expert on Environmental Technology (1992) and on HVAC Engineering (1994). He is the Director of International Affairs and member of the Technical Committee of GBC (Green Building Council) España. He is also a representative of Spain in iiSBE (international initiative for a Sustainable Built Environment) and a member of the Scientific Committee of ASA (Asociación Sostenibilidad y Arquitectura).

Mr. Mitre will be speaking on the interest of reflective insulation, its state of development in Spain and future prospects, how it integrates into sustainable construction, how it relates to GBC España and what GBC España is doing to promote sustainable construction, within Spain and in the broader background of World GBC.

MONDAY'S SPECIAL SESSION - Fundamentals of Reflective Technology

This optional two-hour session is a basic introduction into reflective technology. It will review the physics involved, address some of the test methods used around the world, discuss how R-Values are achieved and introduce the attendees to the types of reflective insulation available on the market today. Anyone wanting to learn the basics of the technology, the testing and applications should plan to attend.

Educational Sessions and Presenters

The State of Reflectives - Monty Millspaugh, Guy Delcroix, Brian Tikey

Reflective technology is being used globally to reduce heating and cooling loads in buildings. This session will focus on the current status of the reflective industry in North America, Europe, and Asia. Marketing issues and challenges will be discussed.

Thermal Performance: Analysis and Testing - David Yarbrough

The thermal performance of reflective assemblies is determined by different methods around the world. This session will include a discussion of the basis for the computational models being used and a comparison of results obtained with the models.

Determination of Thermal Emittance - David Yarbrough, Martin Spitzner, Guy Delcroix

This session will describe the basis for the commonly used techniques for determining thermal emittance. Results obtained by different methods will be discussed.

Stability of Metalized Films and Foils - Steven Yializis

The introduction of metallized films for use by the reflective industry has required a significant effort in the area of product design. Metallized films must be protected from the environment in order to maintain long-term performance. The progress that has occurred in this area will be presented.

Large-Scale Testing - David Yarbrough, Brian Tikey, Guy Delcroix, Monty Millspaugh

The Large-Scale Climate Simulator in operation at the Oak Ridge National Laboratory will be described. This apparatus is used to evaluate radiant barriers and reflective systems used in attic applications. Examples of results obtained with this facility will be presented.

A Comprehensive Study of Radiant Barriers: Experiments, Modeling & Simulation - Mario A. Medina

This presentation is based on extensive experimentation of radiant barriers under various configurations in side-by-side testing. Important aspects of thermal modeling and verification of the models against experimental data are presented. Simulations of the performance of radiant barriers using verified models of buildings located in several climatic regions of the U.S. Overall results are provided.

Applications Around the World - Guy Delcroix, Brian Tikey, Bill Lippy

Reflective insulation materials are manufactured in various shapes and forms around the world which, when installed in building design elements function and perform to varying degrees of thermal and energy efficiency. This session will present installation applications from four separate international countries which will outline methods of installation according to building design practices applied within these countries. Cultural differences and regional climate conditions will show and detail the differences in installation practices applied.

Product Research - David Yarbrough, Bill Lippy

Hybrid systems and the introduction of advanced concepts to enhance the performance of reflective systems will be the topic of this session. Product research in the area of gas-filled panels and phase-change materials will be included.

RIMA International's Vision - Bobby Byrd, RIMA International President

RIMA International was formed to legitimize reflective products within the construction industry. Through nutrition, RIMA-I has become the clarifying voice to consumers and building officials alike. Learn what RIMA-I is doing and how the association can help your business succeed in these challenging economic times.

Introduction to The New Product Verification Program - Steven Yializis

How do you set your products and company apart from the rest? How do consumers and contractors know if your products perform as they claim? Learn how the new Product Verification Program will provide authenticity to your test data and give you a leg up on the competition.



David Yarbrough



Bobby Byrd



Guy Delcroix



Brian Tikey



Mike Boulding



Monty Millspaugh



Bill Lippy



Mario A. Medina



Steven Yializis

Speaker Bios

Bobby Byrd - Mr. Byrd is Vice President of Sales for ROMEX World Trade, a global manufacturer and distributor of radiant barriers, reflective and forest products. He was educated at Nichols State University, Perdue University, and certified by the State of Louisiana in building science and has over 25 years of experience in manufacturing and distribution of forest products. Mr. Byrd serves on the Board of Directors of the Building Association of Texas, Louisiana and Mississippi; he is an active member of American Society of Testing and Materials and on the advisory council to APA the engineered wood Association. He is also the current President of RIMA International.

David Yarbrough - Dr. Yarbrough is President of R&D Services, Inc. a testing and consulting company located in Cookeville, TN. Dave is Professor Emeritus of Chemical Engineering at Tennessee Technological University. Dave holds the PhD in Chemical Engineering from the Georgia Institute of Technology. He is a registered professional engineer and author or co-author of over 200 technical papers or reports. Dave has been active in technical areas related to thermal insulation for over 25 years.

Guy Delcroix - Mr. Delcroix is the Research and Development Director and Export Director of KdB Isolation France. He is an Ingenieur Ecole Centrale de Paris (ECP 73) and member of the CEN TC89 WG 12 representing AFNOR (French Association for Normalisation). He is also the International Director on the RIMA-I Board.

Brian Tikey - Mr. Tikey is an industry consultant to Australian reflective insulation manufacturer AIR-CELL Innovations Pty Ltd representing their interests within the Aluminium Foil Insulation Association (AFIA) where he's served as President for the past seven years. Mr Tikey sits on two industry Australian Standards committees and leases with government and policy development and administration agencies relative to industry. Mr Tikey was the founding director of Air-Cell Innovations and group executive chairman until December 2009 whereupon Austrell Group Ltd and its subsidiaries was acquired by European building materials manufacturer, Kingspan Group Plc. A native of New Zealand, Mr. Tikey has thirty-five years experience within the building and construction industry and was recognized in 2005 for his entrepreneurial energy when he was nominated by ERNST & YOUNG as a finalist for the Western Australian Entrepreneur of the Year Awards.

Mike Boulding - Mr. Boulding founded and became President of TVM Building Products in 1997, a fully integrated group specializing in reflective insulation products. He has been involved with all aspects of the reflective insulation market including serving as President of RIMA from Jan 2004 - December 2007. Michael has extensive experience in selling reflective insulation products to specific markets.

Monty Millsbaugh - Mr. Millsbaugh has been at Reflectix for 23 years and is currently their VP of Technical Service. Over the years he has worked in sales, marketing, operations and research and development. He was one of the original members of the RIMA-I Board of Directors and has served in various positions on the board for many years. He is currently serving as RIMA-I Vice President and as Chairman of the Technical Committee. Monty is also active within the code bodies including the American Society of Testing and Materials (ASTM) International. He has served as the ASTM Subcommittee Chairman and Secretary of C 16.21 on Reflective Insulation.

Bill Lippy - Mr. Lippy is Senior Vice President and Chief Marketing Officer for Fi-Foil Company, Inc. and has over 20 years experience in energy efficiency and the solar energy industries. He has a Bachelor of Arts in Business Administration from the University of South Florida and has a master's certification in Building Science. Bill also consults for the solar energy industry and was a chapter president for the Florida Solar Energy Industries Association. He is a member of Rotary International and served as President for RIMA-I from January 2000 - December 2004. He is currently a Director on the RIMA-I Board.

Steven Yializis - Mr. Yializis currently serves as Chief Operating Officer of Sigma Technologies Int'l, LLC. Prior to his current post, he served as Director of Business Development where he was responsible for commercialization of new technologies in the areas of functional textiles and nonwovens, flexible packaging, surface treatment systems, flexible lighting and displays, functional pigments, and metallized aluminum for barrier and decorative applications. He serves as COO of Sigma Specialty Materials, a manufacturer of specialty materials based on Sigma's proprietary coating technologies. Steven attended the University of Arizona in Tucson and the University of South Australia in Adelaide.

Mario A. Medina - Dr. Medina has been involved in the experimentation and simulation of the performance of attic radiant barriers since the late 1980's. Dr. Medina is an associate professor in the Civil, Environmental, and Architectural Engineering Department at the University of Kansas and has an appointment in the Mechanical Engineering Department. He joined the faculty in 1998. Dr. Medina holds a Ph.D. in mechanical engineering with a specialization in thermal sciences. He has extensive experience in the modeling and experimentation of building components, including radiant barriers and building systems. He has published over 35 technical articles in the area of building energy efficiency and written over 100 reports detailing energy conservation procedures from assessments in industrial manufacturing plants. He received an "Outstanding Service Award" from the Office of Industrial Technologies of the US DOE for work related to promoting energy conservation.

NOTE: Not all presenters' information was available at the time this brochure was developed. More information will be added in future issues.

Introducing Our Sponsors:



The 2010 I-RIM Conference Opening Night Cocktail Reception and Dinner is being sponsored by the following:

Astro-Foil International
Dunmore Corporation
KdB Isolation
Reflectix, Inc.
RoyOMartin
Venture Tape

A special thank you to these sponsors for their contribution to this event. Guests are encouraged to take time during the reception to learn more about these dedicated companies. Information will be available and representatives will be on hand to answer questions.



I-RIM Conference Registration Form

June 21-23, 2010 ♦ Hotel Avenida Palace ♦ Barcelona, Spain

REGISTRANT INFORMATION

(please print clearly and use a separate form for each person registering)

First Name _____ Last Name _____

Company Name _____

Address _____

City _____ State _____ Zip/Postal Code _____

Country _____ E-mail _____

Phone _____ Fax _____ Website _____

PLEASE PROVIDE THE FOLLOWING

Will you be attending the Fundamentals of Reflective Technology session on Monday? Yes No

Will you be participating in the cocktail reception and dinner on Tuesday, June 22? Yes No

Do you speak English? Yes No If no, what language? _____

REGISTRATION FEES AND PAYMENT INFORMATION

NOTE: To qualify for advance registration discount rates, completed registration form and payment must be received by RIMA International by April 16, 2010.

	Before April 16th	After April 16th
RIMA-I Member Fees	\$600 US/416.94€	\$850 US/590.67€
Non-Member Fees	\$750 US/521.18€	\$1,000 US/694.9€
Spouse Cocktail Reception/Dinner Ticket (only)	\$100 US/69.49€	\$175 US/121.61€

(exchange rates to Euros are as of January 7, 2010 and may vary—US rates will not change)

If you prefer to pay by credit card, check here

If you prefer to pay by wire transfer, check here

(NOTE: an additional \$30 US/20.85 € fee will be added to credit card and wire transfer payments)

Total Amount Due for Registration: _____

Please remit registration form and payment by check to: RIMA International
14005 W. 147th Street
Olathe, KS 66062

Registration forms can be mailed to RIMA International at the address above or sent via e-mail to [rima@rima.net](mailto:rима@rima.net) or via fax at 1-913/839-8882.

Registration forms and payment must be received by April 16 in order to qualify for the early registration discount.

Refund Policy: Full refunds will be given if request is received in writing before April 30, 2010.

After that date a 50% refund will be issued for written requests received by May 20, 2010. No refunds will be given 30 days prior to the conference.

HOTEL INFORMATION - Registrants are responsible for making their own hotel reservations. The facility selected for the event is the Avenida Palace Hotel offering an event rate of \$231.69 single/\$246.08 double US (161 single/171 double €) per room per night. An accommodation reservation form is attached.

Accommodation Form



Date of Reception June 21-23, 2010

PLEASE SEND TO: **Avenida Palace Hotel**—Miss Araceli Lluch
Gran Via. 605-607 08007 Barcelona Tel. + 34 93 301 96 00 - Fax + 34 93 304 37 89
avpalacegrupos@husa.es

IMPORTANT: Please fill one form per room. USE CAPITAL LETTERS.

Delegate

Family Name _____ First Name _____

Address _____

CP _____ City _____ Country _____

Phone _____ Fax _____ E-mail _____

Hotel Avenida Palace ****

Single Room/Double Room

Reflective Insulation Manufacturers Association International
June 21 to 24, 2010

161/171 €
(\$231.69 single/\$246.08 double US)

Rates per room per night, bed and breakfast. Service Included. **7% VAT included.**

Reservation

Arrival Date _____ Departure Date _____ Type of Room _____

PRICE PER ROOM _____ € X NUMBER OF NIGHTS _____ = TOTAL _____ € + 7% VAT

Reservation Guarantee

Credit Card: Visa / Master / Diners / Amex _____ Name of Holder: _____

Credit Card Number: _____ Expiry Date: _____

GENERAL CONDITIONS:

- This confirmation letter must be presented to Hotel on arrival, as Hotel voucher.
- All cancellations must be made in writing and addressed to Hotel Avenida Palace.
- No charge will be applied for cancellations received before 8th June 2010
- 50% Charge for canceling from 9th June to 16th June 2010
- Cancellations received from 16th June and No shows will be charged directly to the credit card number for the whole duration of the stay. Also, in case of any last reduction in the nights reserved, we shall charge the entire stay of the guest.



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