

# News

**Remember:**  
Open your arms to change, but don't let go of your values.

## What's Inside

February 2001

2

- *In The News*
- *Revisions to Title 24*
- *Make A Wish*

3

- *Reflective Insulation and Radiant Barriers and the Energy Crisis*
- *Reflective Agrofabric for Season Extension of High-Value Crops*

4

- *What's In a Name*
- *RIMA Board & Committees*

## PRESIDENT'S MESSAGE

By- Bill Lippy, Fi-Foil Company

Remember when there was only one Phone Company? The prospect of choice and the promise of incredible savings made the public dance and sing. Is it really better than before? There are certainly arguments for both sides.

The energy problems that have recently surfaced in California have brought to the surface some interesting reactions. There has been some information surfacing that the winners in deregulation will be commercial customers. Residential consumers in general would pay much higher rates. With this in mind, the prospect of energy efficiency has been brought to the spotlight. Even before these recent turn of events people have been responding by demanding greater energy efficient homes. Reflec-

tive insulation technology has never looked better in playing a significant role in meeting the energy conservation and comfort needs of builders and remodelers. The market for our products is growing and we all have an excellent opportunity for continued growth even in an economic downturn. Actually I think that perhaps we have a better opportunity.

With this in mind, it is even more important to keep our industry in a positive light. Recently in a *NBC Dateline* TV show, the insulation industry was spotlighted for fraudulent acts by fluffing or under-blowing insulation in homes. As many of you know, this has been a problem in this industry for some time and to their credit, the ICAA and the NAHB has reacted by certifying contractors, providing information to the trade, and generally denouncing the activity.

RIMA to some extent also has a

responsibility to our members to do what it can to clarify our products and claims for performance and installation. As one measure, the RIMA Handbook was recently re-edited and a second version will soon be in print. Thanks to all of you who participated. Also, in our committee meetings before the next meeting in April, we will be composing and editing "White Papers" on several issues including the definition of a radiant barrier and using reflective insulation under concrete slabs. I would like to invite each of you to participate in these and other activities for the sole purpose of making our industry better.

We as RIMA members have potentially an unprecedented business opportunity as deregulation nears for the country. Let's work together to further our industry.

I look forward to seeing you in Phoenix.

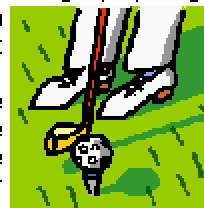
## Headin' For The Desert -

The next meeting of the Reflective Insulation Manufacturers Association will be held March 31—April 1 at the Hyatt Regency Hotel in downtown Phoenix, Arizona. This meeting is being held in conjunction with the ASTM C-16 meetings which will be held immediately following.

We're striking the year off right with the incredible beauty of the southwest at it's most desirable time of year. To make the most of this opportunity a little social outing has been planned. For those who favor the game of golf, tee times are being set at South Mountain Resort for Saturday morning. If you'd like to be included in this group, you MUST contact the RIMA office, and you can do so by completing the attendance form enclosed. The information on the form will help in the planning process for this meeting, and your timely response is much appreciated. Please forward your completed form to RIMA by March 1, 2001—thank you.

The two-day meeting will begin on Saturday (3/31) with committee meetings tentatively set as follows: 2—3 p.m. Technical Committee; 3—4 p.m. Membership Committee; and 4—5 p.m. PR Committee. The Board of Directors will hold a private meeting immediately thereafter with the entire group gathering again around 6:30 p.m. for a group dinner. Sunday is the General Membership Meeting which will begin at 9 a.m. and conclude approximately around 2 p.m. To make room reservations you can call the Hyatt at 602/252-1234. The ASTM group room rate is \$139 single/double so be sure to indicate your with this group to receive the discount rate.

Committee chairpeople should begin preparing their agendas and forward them to the RIMA office. We look forward to a very productive meeting and to enjoying some beautiful southwestern climate and hospitality, which will be quite the welcome relief for some of our northern members.





# In the News . . .

We moved again! Since the last time this newsletter went out the RIMA office has finally settled in to a more permanent location. Be sure to check your records and update your files accordingly. The new RIMA office is located at 4519 E. Lone Cactus Drive, Phoenix, AZ 85050. We've also changed our fax number to 480/513-4749. This is a phone/fax line which will automatically accept faxes. The 800 number remains the same at 800/279-4123. Thank you for hanging in there with us!

It's that time of year again—time to renew your commitment to your industry trade association. RIMA has had quite the year joining eight new members and at the same time expanding to include members from Russia, Costa Rica, Istanbul, Argentina, and Israel. We have continued to distribute and update the RIMA handbook with great success and have even developed a CD-ROM that includes the handbook and can be used for educational and marketing purposes. RIMA held another Metalcon workshop welcoming over 100 attendees and enlightening them on the industry. There is a new duct-testing project underway and we will soon be offering continuing education with the AIA. . . . and that's just a few of the highlights of this past year. We hope you too are seeing some great advancements within RIMA and continue to work together to drive the industry forward. Dues renew at the beginning of each calendar year so forward your investment and let's keep up the GREAT work.

The membership is in for a treat at their upcoming meeting as a special guest speaker will be joining the group. Dr. R. Reines will be speaking on "Reflective Agrofabric: A new Opportunity". Reflective agrofiber has a potentially important role in growing season extensions. It can make a difference between product for market or no product without additional energy resources. The presentation will focus on work in progress and opportunities for the future. Don't miss Dr. Reines presentation taking place at the conclusion of business Sunday, April 1st at the Hyatt Regency Hotel in Phoenix. (See related article on next page.)

Fi-Foil Company is pleased to announce that Dawn M. Griffen has joined the firm as Area Sales Manager for western Florida. Griffen brings over 15 years of marketing and development experience to the insulation products manufacturer. Prior to joining Fi-Foil, Griffen served as Development & Events Director for the Lakeland, Fla., Downtown Development Authority/Community Redevelopment Agency. Her efforts in fundraising, event coordination, public/client relations, and strategic marketing planning contributed to a highly successful downtown redevelopment program that has produced \$2.4 million worth of economic development and 250 new jobs. Griffen also has extensive experience in sales, public and media relations, management training and customer service. She is a graduate of Florida Southern College and Polk Community College, and is a member of the Florida Society of Association Executives and the Florida Public Relations Association.

The Membership Committee will be presenting the following new membership applications for approval at the upcoming meeting in Phoenix:

**LIT Company**  
Yaroslavl Region, Russia  
Nicolai Shilov

**CGI Silvercote**  
Solon, Ohio  
Dermot Ennis

## ★ OTHER GOOD STUFF:

### **Revisions to Title 24 and Tighter Appliance Standards Imminent** (Taken from Energy Design Update— Issue 101)

The California Energy Commission (CEC) have been given a January deadline for drafting new efficiency standards for buildings and appliances. Faced with soaring electricity prices in some markets and rolling blackouts in others, the California legislature ordered CEC, the public Utilities Commission, and other state agencies to come up with bold new initiatives to address the problem. Indeed, the electricity shortage was so severe over the holidays that the state asked homeowners not to turn their Christmas lights on until 7 p.m.

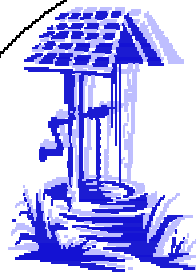
The mandate for quick and significant changes came with the passage of the California Energy Security and Reliability Act of 2000, which was hurried through the California legislature in late August with only one dissenting vote (from a lawmaker who thought the bill wasn't aggressive enough). California Governor Gray Davis swiftly signed the bill on September 6. One stipulation of this Act was the rewrite of Title 24 with hopes that new, more stringent rules can take effect by June 1.

Even prior to the supply crunch that hit last summer, CEC analysts were working to revise Title 24 with new standards scheduled to take effect in 2005. Now, CEC is under pressure to implement revisions that reduce summer peak load by June 1. "This will be a major overhaul that will affect every Title 24 compliance option and how each option is valued," says Bill Pennington, CEC's chief energy efficiency program specialist. Home builders will still have an energy budget to meet and a slate of options to choose from, Pennington says. But the new Title 24 will give extra weight to designs, materials and equipment options that save electricity on peak. "We're trying to reflect the signals from the marketplace, that electricity on peak is much more valuable to California than electricity off peak," Pennington explains.

The following measures will now be included in Title 24's basic prescriptive package. That still leaves builders discretion not to use them, but they'll now have to go a lot further with other energy-saving options to compensate.

- 1) Duct sealing with third-party verification (see EDU, Oct 1998)
- 2) **Radiant barriers**
- 3) Spectrally selective glazing
- 4) Thermal expansion valves (TXV) for air conditioners (with field verification)

## Make A Wish



A couple is taking a stroll in a lovely meadow when they come upon a wishing well. The woman leans over, makes a wish, and throws in a quarter. Her husband decides he wants to make a wish, also. Unfortunately, he leans over too far, falls down into the well, and drowns. The woman stands there shaken for a moment, and then exclaims, "Holy smoke, it WORKS!"



# Reflective Insulation and Radiant Barriers and the Energy Crisis

By Robert Wadsworth  
ASTRO-FOIL® Innovative Energy, Inc.

As we enter another cycle of high-energy prices and diminishing resources, it suggests builders and owners take a renewed interest in ways to reduce the cost of heating, cooling and lighting their buildings. Each summer we are reminded of the limits of our national power systems as brown outs during peak hours on very hot days proliferate. The recent problems in California, brought on because of deregulation of the power companies, add to the energy crisis of that region. Regardless of one's political philosophy, it is clear to everyone that energy cost and supply problems are not going to disappear – to the contrary, the evidence shows they will be with us from now on.

Metal buildings present extra problems due to the high conductivity of the roof and outside walls. Temperatures on these surfaces can reach 140° F and higher. This problem is especially acute in the southern part of the US where summer temperatures often reach triple digits for days at a time. The energy consumption for cooling commercial buildings and homes drains the planet's reserve of its non-renewal fuel resources, putting added pressure on the economy and often exceeds the ability of the power grids to meet the demand.

The problem isn't confined to the southern part of the country or to summer conditions. Keeping heat in buildings during winter needs as much attention as keeping it out in summer. New sport complexes are a good example of buildings that use a tremendous amount of energy. Keeping the ice hard in a rink, providing adequate lighting and minimizing the detrimental effects of condensation through mechanical ventilation is a year round heavy drain on a local power grid.

Reflective insulation and radiant barriers reduce heat transfer that crosses air spaces, i.e. radiant heat waves, which often is the most significant cause of heat gain and loss in buildings – especially metal buildings. The use of a reflective insulation or radiant barrier is a very effective way to maximize a building's thermal efficiency. The facers of these materials are usually made of aluminum foil which has highly reflective/low emissive surfaces that reflect 95-97% of the radiant heat that strike them and won't emit more than 3-5% of the heat that is conducted through material. Left exposed in a building like the roof structure of an ice rink or a warehouse, a reflective insulation or radiant barrier is often the most cost effective way to achieve the greatest energy savings. In addition to effectively managing the heat transfer properties, the highly reflective surfaces reduce the lighting requirements by 30-40%.

Reflective insulation and radiant barriers come in a variety of configurations, the most commonly used in the commercial metal building industry are the "bubble foil" products and other structures that incorporate polyethylene or polypropylene foams as the substrate with aluminum foil on one or both sides. The total structures are usually 5/16" inch or less thick. Their virtue lies in their ease of installation, competitive prices, variety of sizes, and availability. Additionally, they are excellent vapor barriers and good remedies for condensation problems. Many building manufacturers and distributors offer reflective insulation with their building packages. Contractors who have used reflective insulation products continue to do so because of their customers' satisfaction.

Reflective insulation and radiant barriers meet Federal Trade Commission 460 guidelines and meet ASTM standards for testing and installation methods. Many manufacturers have reflective materials that have ICBO, BOCA, and SBCCI code body approvals. Marketers and manufacturers are members of RIMA, the Reflective Insulation Manufacturers Association, working to educate and assist contractors in the use of reflective products. If reflectives are new to you, plan to try them out this year. That way, you will be doing your part to reduce energy consumption in your community, create a new profit center for your business and gain more satisfied customers.



## Reflective Agrofabric for Season Extension of High-Value Crops

By Dr. Reines & Dr. David Yarbrough

Traditional spring and fall season extensions in short-season climates are accomplished by the use of insulating agrofabrics to provide 2-8 °F of frost protection. These insulating fabrics are used for plant protection and are conventionally made of spun-bonded polyester or spun-bonded polypropylene (0.3-2 ounces per sq. yard) which can be installed without support over most crops. The spun-bonded fabrics are permeable to sunlight, water, and air.

The degree of frost protection with traditional agrofabric is a function of the weight of the material and the use of various combinations of materials. In the case of multiple layers, all but one layer is removed during the day to admit enough sun for plant growth with the additional insulating layers replaced at night to protect the enclosed plants, the covered plants still freeze on very cold nights. Initial tests with reflective (low emittance) material deployed at night and removed during the day have shown dramatic improvements beyond multiple combinations of traditional agrofabric. Where reflective materials were used, the plants do not freeze and the market quality remains high compared to the zero market value of the control without the reflective insulation.

The further development and testing of "reflective agrofabric" to yield high value products in short-season climates without additional energy investment to determine the technical and economic potential in the agricultural sector for this new reflective agrofabric insulation needs to be undertaken.

There is significant radiation heat transfer from the ground with emittance around 0.8 to the night sky especially on clear nights. The radiation heat loss can be reduced by a factor of six or more by a low emittance cover. A suitable reflective agrofabric must be light weight and durable. Preliminary analysis suggests that existing RIMA products may be applicable.

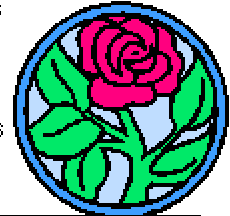
# WHAT'S IN A NAME -

Nearly everyone enjoys the sound of his or her name, which is why remembering names is such a powerful tool for establishing important relationships. If the speed of your schedule flashes a whirl of nameless faces before your eyes, take a deep breath, slow down, and relax. Try these tips for remembering the name you were just told 30 seconds ago.

1. Give your full attention to the introduction. Don't get caught shaking the hand of a new acquaintance with one eye on the waiter walking away with the last of the hors d'oeuvres! Make the person feel important by making the introduction important to you.
2. Listen carefully and repeat the name immediately. Verbal repetition helps reinforce a new name in your memory, and gives you the valuable opportunity to rehearse or double-check difficult pronunciations.
3. Think of someone with the same name: A favorite relative, your best friend, or a high school sweetheart.
4. Form an immediate association with the name and the person's outstanding feature or trait. Whether it's flattering or not, the first association you make with a person is the best tool you can use for remembering his name. Hair color, tone of voice, style of clothing, or even height are all effective associations.

5. Use the name frequently during your conversation to test your memory and establish closer ties with an individual. "I couldn't agree with you more, Joe," or "You know, Sue, I heard a funny story about that" are both examples of individualized conversation that sounds friendly, not forced.
6. If you forget a name or didn't hear it the first time, don't fake it . . . ask! Most people would prefer to repeat their names rather than correct a wrong guess. Politely asking for a reminder may be awkward, but it will be appreciated. If the name is particularly difficult to retain or pronounce, ask for a spelling.
7. Don't make excuses. No one wants to hear "I'm terrible with names" or "I meet so many people in a day." Excuses like these can make even the most important person feel insignificant in your eyes.

Full attention during new introductions is the key to keeping names from slipping your mind. Take the time to fully focus on anyone you're about to meet. The time to recognize an important contact is before you forget the name, not afterwards!



## RIMA Board . . . and Committees

### President

Bill Lippy  
Fi-Foil Company

### Vice-President

Len Zola  
Superior Radiant Insulation

### Treasurer

Bob Wadsworth  
Astro-Foil/Innovative Energy

### Directors

Jack Lubker  
Wes Hall  
Dan Russell

### Technical

Alisa Hoffee  
Wes Hall  
Monty Millsbaugh  
Ron Graves  
Dave Yarbrough  
Don Sarvis  
Charles Petty  
Jack Lubker  
Nicholas Naumovich  
Mike Boulding

### Membership

Bob Wadsworth  
Len Zola  
Allan Castle  
Butch Schaefer  
Paul Leonardelli  
Dermot Ennis

### Public Relations

David Drew  
Great Brooker  
Larry Ryan  
Pat Ebert  
Greg Barron  
Dan Russell  
John Starr  
Tom Miller  
Larry Sheedy  
Dale Langa  
Paul Connelly

### Nominations

Len Zola  
Bob Wadsworth  
Dan Russell

RIMA: 4519 E Lone Cactus Drive, Phoenix, AZ 85050

Phone: 800/279-4123 ♦ Fax: 480/513-4749

Home Page: <http://www.rima.net> ♦ E-mail: [rima@rima.net](mailto:rima@rima.net)