



International

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Reflective Insulation Manufacturers Association

February 2010

President's Letter –

RIMA-I Code Committee Formed

RIMA-I has formed a new "Code & Legislative Committee." As the next step in RIMA-I's growth, this committee will be involved in code changes that positively affect our industry and proactively propose positive code changes. Within this committee is also RIMA-I's Government Affairs team. The Code & Legislative Committee has been in the works for quite a while and was formally formed at our Atlanta board meeting. Although code and government affairs have previously been underutilized portions of our core disciplines, they have grown in importance to RIMA-I members who wish to have a consolidated voice not only with codes but in Washington, D.C., as well.



Radiant Barriers Qualify for ARA Tax Credit

David Yarbrough and I traveled to Washington, D.C., to attend a meeting with the Internal Revenue Service's Chief Council. During this meeting, it was determined that radiant barriers qualify for the American Recovery Act energy tax credit. RIMA has contracted with R&D Services to calculate the appropriate values as backup for reports proving that radiant barriers meet the 2009 IECC prescriptive code. We anticipate this work to be completed very soon, allowing RIMA-I members to disseminate certificates of compliance to their customers with an assurance that RIMA-I maintains the appropriate data to support their claims. This is a "members-only" program. A couple of cautionary points to not forget:

1. A certificate issued by a manufacturer will be accepted as long as a negative ruling is not issued. Fraudulent performance claims, however, can lead to legal action from either the IRS or FTC.
2. An IRS examiner can review an individual return for accuracy.

U.S. Housing Starts Declined

U.S. housing starts, possibly held back by bad weather, declined 4.0% in December. Total 2009 starts of 553,800 were down 351,700 from 2008, a decline of 39%. The positive news was the 8.3% increase in single-family permits.

Home Star Proposal Detailed

We have fielded several questions about a "cash for caulkers" program, and it appears there is some level of interest in this effort. Below is a summary of what we have discovered thus far; however, there are more details to be unearthed. Keep in mind that the proposed "Home Star" program details change regularly, and no legislation has been introduced yet.

The Home Star proposal creates strong incentives for homeowners to retrofit existing residential buildings in order to improve energy efficiency and create jobs quickly. It is proposed to provide two types of rebate incentives to U.S. consumers:

1. A Silver Star performance path rewards the purchase and proper installation of specific energy savings, including:
 - a. Full-house air-sealing
 - b. Duct seal or replacement
 - c. Wall insulation
 - d. Window/door/skylight replacement
 - e. Furnace installation
 - f. Air conditioner or heat pump
 - g. Water heater
 - h. Super-efficient refrigerator or clothes washer
2. A Gold Star performance path would offer an incentive to households that choose to conduct a comprehensive energy audit and then implement a variety of energy-saving measures that together result in a total reduction in home energy use (and energy bills) of 20% or more. Consumers receive \$3,000 for modeled savings of 20%, plus an additional \$1,500 incentive for each additional 5% reduction in energy savings, with incentives not to exceed 50% of project costs or \$12,000, whichever is less. Installers would have to receive additional certification (probably from DOE) to perform these improvements.

The incentives in Home Star's prescriptive path are based on the number of measures installed in the home. Homeowners receive anywhere from \$125 to \$1,500 for each of 11 measures installed in the home (rebate amount varies depending on each measure) by a qualified contractor, with a benefit not exceeding \$3,000 or 50% of total project costs, whichever is less.

Currently, there is not a "DIY" component to the program. A consumer would have to use a qualified contractor for installation to receive any rebate. It also appears that DOE would be the Home Star police, answering directly to Congress.

Looking Forward

I certainly hope the information in this letter is beneficial to you in your business planning. RIMA-I has a lot of work to do, and your participation is valued and needed. If you would like to participate more in the functions of RIMA-I, please do not hesitate to ask.

See you in St. Louis! Kindest regards - Bobby Byrd, RIMA-I President



Association to Meet Next Month In St. Louis

The next meeting of the Reflective Insulation Manufacturers Association International will be held April 17-18, at the Renaissance Grand Hotel in St. Louis, Missouri. Attendance forms have been distributed and were due in to the RIMA-I office by **March 15th**. Individuals can make room reservations by calling (314) 621-9600. Be sure to tell them you're with the ASTM group to get the discount rate.

All committees will be meeting on Saturday, April 17th, beginning with a New Member Orientation and Kick-off Welcome. Throughout the day the committees will discuss ongoing issues

and set goals for the year ahead. This is a working day for all committees within the organization and is for members who have signed up to participate on a RIMA-I committee. Committees meeting that day include our Technical Committee, Code & Legislative Committee, Radiant Barrier Software Tax Credit Task Group, Verification Committee, International Committee and Public Relations/Marketing/Membership Committee. A Distributor/Associate Member Roundtable Discussion will also take place at the end of the days meetings. This all-day event will conclude with a group dinner at The Lemp Mansion – Murder Mystery Dinner Theater. ([See below for more information about The Lemp Mansion.](#))

NOTE: If you are a new member and would like to get involved on a committee, please contact the RIMA-I office. If you aren't sure which committee(s) you would like to participate in, you are welcome to sit in as an observer on Saturday to see where your expertise can best contribute to the association and industry's goals.

The full membership meeting will be held on Sunday. This is a reporting day for the association. Committees will report on their discussions outlined in the previously day's meetings; and old and new business will be addressed. Non-member guests interested in learning more about the Association are welcome to attend on Sunday. Invitations to several non-member companies were sent out in early February. If you would like to be added to the invite list to be a guest at the next RIMA-I meeting, please contact the RIMA-I office at 800/279-4123.

Those attending Sunday's meetings are also in for a treat with a fabulous brunch scheduled at 10 a.m. complete with custom omelet station and several additional tantalizing selections. Plan to come hungry and take advantage of all the hot and cold breakfast delights. A chef will be on duty with a variety of items available to customize your perfect omelet. What better way to start your day!



Dwayne E. Sloan

RIMA is also pleased to welcome guest **keynote speaker Dwayne E. Sloan**. Dwayne Sloan is the Principal Engineer of Reaction to Fire for Underwriters Laboratories covering Building Materials, Room Contents, Roofing Materials & Systems, and Air Ducts. This includes various flammability and performance testing of building products, including reflective insulation. In this role, Dwayne provides technical leadership for UL's certification services, and UL's Standards development activities. Dwayne also represents UL on a number of Standards committees such as ASTM E05 Fire Standards, ASTM D08 Roofing and Waterproofing, NFPA Committee on Air Conditioning and Ventilating Systems, NFPA Fire Test Committee, and NFPA Life Safety Code, Furnishings & Contents where he participates in their Standard development processes. During his 21 years at UL, he has worked in and led a variety of UL's fire-protection areas. Dwayne has a bachelor's degree in Mechanical Engineering from North Carolina State University.

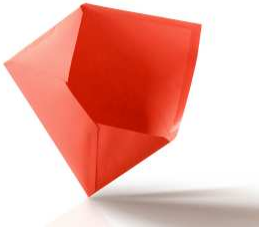
Dwayne's presentation "**Reflective Insulation - UL Testing and Certification**" will provide guests the latest information on reflective insulation and code requirements. He will give an overview of UL723 (ASTM E84) for Surface Burning Characteristics and testing of reflective insulation including background on recent changes for the ASTM E84 mounting procedure. Testing and certification to other ASTM reflective insulation standards will be address as well as the benefits of third party certification such as the UL and ICC-ES Dual Evaluation and Certification Program. RIMA-I is honored to welcome Mr. Sloan to join us in St. Louis.

([Find out more about things to do in St. Louis at www.explorestlouis.com](http://www.explorestlouis.com))



A special thank you to Torninova for sponsoring
Sunday's brunch in St. Louis

Be Our Guest –



RIMA-I holds membership meetings twice a year at various cities around the country in conjunction with the ASTM C16 committee meetings. Prior to each RIMA-I meeting, the Membership Committee sends out invitations to non-member companies inviting them to come be our guest and learn more about all the work the association is doing and get to know some of our fellow industry professionals. If you have not received an invitation in the past but would like to come as a guest, please let us know. We would welcome the opportunity to get to know you and treat you to brunch and our keynote speaker while you're there. To be added to the RIMA-I meeting guest list, please contact the RIMA-I office at 800/279-4123 or at rima@rima.net. We will hope to see you there!

RIMA-I's New Verification Program Is Taking Off!

RIMA International launched the new Product Verification Program for U.S. companies in July; and we are pleased to see so many companies submitting their applications. There are 20 products on the list already! A team of RIMA-I's industry veterans have worked diligently through the intricate technical details to provide members with this much needed voluntary product verification program. This is a well thought-out plan that will clearly reflect RIMA-I members as responsible leaders of the industry.

This program provides members an opportunity to set themselves apart from the rest. The RIMA-I office gets phone calls almost daily inquiring as to how to know which product to choose. From this point forward, those on the Verification list will be the first to be recommended followed then by all other association members. This program is a crucial and important next-level, value-added benefit for RIMA-I's membership, and all members are encouraged to take advantage of this unique opportunity.

Application forms and program information is distributed periodically, but if you need an additional copy, just contact the RIMA-I office. The verification process does take a little time, so the sooner you get your application in, the sooner you will be listed on our new Verification section on the RIMA-I website. If you are an international member, hang in there as we are in the process of finalizing the testing requirements now and will make this program available to you shortly as well.

Enter Now for the Third Annual "It's About Saving Energy" Building Awards!

RIMA-I is now accepting entries for the third annual "It's About Saving Energy" Building Awards Contest. The 2010 contest recognizes projects utilizing reflective products constructed in 2009. There are four categories that you can submit entries for (one in each maximum) so please take a moment to look over the attached entry form and start selecting your projects for the contest. Entries must be in by June 30, 2010; however, you can begin sending entries in as early as today. There has been one change to the contest this year. There is a \$25 entry fee per project. This was added to defray some of the costs of plaque production.

Previous year's winners are still reaping the PR benefits from their success with ongoing recognition on the RIMA-I website at www.rimainternational.org so we hope you will be anxious to do the same and get your entries and the required materials entered. Good luck and we look forward to seeing your projects!

R&D Services, Inc. – Accredited as an Inspection Agency



R&D Services, Inc. has been accredited as a Type A (Third Party) Body by the International Accreditation Services in accordance with ISO 17020. The IAS accreditation (Inspection Agency AA-712) was issued in November of 2007 after a lengthy examination and application procedure. Details of the accreditation can be viewed at www.isaonline.org. This accreditation qualifies R&D Services, Inc. to provide follow-on quality assurance services that satisfy code body requirements.

R&D Services, Inc. has maintained NVLAP (U.S. Department of Commerce) accreditation as a thermal test laboratory for many years with Lab Code 200265-0. This accreditation is issued in accordance with ISO/IEC 17025:2005. The scope of R&D's NVLAP accreditation posted at www.rdservices.com includes many of the laboratory evaluations required of reflective insulations, radiant barriers, and interior radiation control coatings.



REFLECTIVE INSULATION MACHINERY

COMPLETE RANGE OF MACHINERY FOR THE PRODUCTION OF REFLECTIVE INSULATION MATERIALS



**machine with off-line processing
starting from rolls**



**machine with in-line processing
starting from pellets**



**machines for lamination,
coreless rewinders &
bag making machines**

Our machines can produce any kind of reflective insulation materials:

**FOIL/BUBBLE/FOIL - FOIL/BUBBLE/BUBBLE/FOIL
FOIL/BUBBLE/FOAM/BUBBLE/FOIL - BUBBLE/FOIL/BUBBLE
FOIL/BUBBLE/FOAM/BUBBLE/FOAM/BUBBLE/FOIL
MULTILAYERS (MOULTICOUCHES) MATERIALS**

CONTACT US FOR MORE INFORMATION!

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Help Discover 'Who Done It' at The Lemp Mansion

Members coming in for Saturday's meetings will be ending the day at special group dinner outing at The Lemp Mansion where you will help solve the mystery of "Murder in Mayberry".

The Lemp Mansion was the home of John Adam Lemp who arrived in St. Louis from Eschwege, Germany in 1838. He originally sought his fortune as a grocer. His store was unique for its ability to supply an item sold by none of his competitors - lager beer. Lemp had learned the art of brewing the effervescent beverage under the tutelage of his father in Eschwege, and the natural cave system under St. Louis provided the perfect temperature for aging beer. In 1840 he abandoned the grocery business to build a modest brewery at 112 S. Second Street. The brewery enjoyed marvelous success and John Adam Lemp died a millionaire. William J. Lemp succeeded his father as the head of the brewery and he soon built it into an industrial giant. In 1864 a new plant was erected at Cherokee Street and Carondelet Avenue. The size of the brewery grew with the demand for its product and it soon covered five city blocks. In 1870 Lemp was by far the largest brewery in St. Louis and the Lemp family symbolized the city's wealth and power. In 1892 the brewery was incorporated as the William J. Lemp Brewing Co. In 1897 two of the brewing industry's titans toasted each other when William Lemp's daughter, Hilda, married Gustav Pabst of the noted Milwaukee brewing family.

The demise of the Lemp empire is one of the great mercantile mysteries of St. Louis. The first major fissure in the Lemp dynasty occurred when Frederick Lemp, William's favorite son and the heir apparent to the brewery presidency, died under mysterious circumstances in 1901. Three years later, William J. Lemp shot himself in the head in a bedroom at the family mansion, apparently still grieving the loss of his beloved Frederick. William J. Lemp, Jr. succeeded his father as president. Tragedy continued to stalk the Lemps with startling ardor. The brewery's fortunes continued to decline until Prohibition (1919) closed the plant permanently. William Jr.'s sister Elsa, who was considered the wealthiest heiress in St. Louis, committed suicide in 1920. On June 28, 1922, the magnificent Lemp brewery, which had once been valued at \$7 million and covered ten city blocks, was sold at auction to International Shoe Co. for \$588,500. Although most of the company's assets were liquidated, the Lemps continued to have an almost morbid attachment for the family mansion. After presiding over the sale of the brewery, William J. Lemp, Jr. shot himself in the same building where his father died eighteen years earlier. His son, William Lemp III, was forty-two when he died of a heart attack in 1943. William Jr.'s brother, Charles, continued to reside at the house after his brother's suicide. An extremely bitter man, Charles led a reclusive existence until he too died of a self-inflicted gunshot wound. The body was discovered by his brother, Edwin. In 1970, Edwin Lemp died of natural causes at the age of ninety.

You can find out more about The Lemp Mansion and family as well what's in store for you there, visit their website at www.lempmansion.com. It's going to be a wickedly delightful evening for all!

The Lemp Mansion



St. Louis, Missouri, Circa 1892

FSEC's Philip Fairey Receives Lifetime Leadership Award

Johnson Controls, the global leader in energy efficiency and sustainability, has named Philip Fairey, deputy director of the Florida Solar Energy Center (FSEC), the recipient of the second annual Building Efficiency Lifetime Leadership (BELL) award. The BELL Award was created to recognize individuals who have devoted many years of their career to energy efficiency, sustainability or renewable energy.

"Philip's ingenuity and ongoing energy efficiency achievements highlight his leadership within the industry," said Clay Nesler, vice president, global energy and sustainability for the building efficiency business of Johnson Controls. *"His work has helped advance renewable energy and energy efficiency in Florida, showcasing how states can use energy efficiency to reduce costs, protect the environment and create jobs."* The award was presented on Thursday, November 12 at the Johnson Controls seventh annual Green Tie Affair, a customer appreciation event held in conjunction with the Greenbuild Conference.



Fairey's contributions to the energy sector include securing, completing and publishing results of more than 30 research projects; developing moisture transport control and radiant barrier technology; advanced cooling and dehumidification systems; and developing energy analysis software tools. Since 1980, he has published more than 100 articles, papers and books on a number of topics in the energy sector. At the FSEC, he develops and leads research and technology initiatives, including the EnergyGauge® suite of building energy analysis software tools. Fairey holds several U.S. patents, is a member of two standards committees of the American Society of Heating, Refrigerating, and Air-Conditioning Engineers, and is president of the Residential Energy Services Network (RESNET), the nation's premier organization in the development of home energy rating system standards.

50/50 Raffle!



RIMA-I conducts a 50/50 raffle in conjunction with our bi-annual meetings to help contribute to meeting costs and to add a little fun to the process. Everyone (including spouses) that registers to attend the RIMA-I meeting and gets their meeting fees paid in full by the deadline prominently noted on the attendance form (approximately 2 weeks prior to the meeting), will automatically receive a **complimentary raffle ticket**.

Additional tickets are available for purchase for \$5 each to increase your odds of winning, and **you don't have to attend the meeting to play!** You can purchase tickets for employees, family and friends without even being there; and you can **buy tickets in any increment** (up to 100) without the restrictions of purchasing a minimum quantity. We want this event to be fun for everyone; and give more people the opportunity to be our big winner. Good Luck!!



C H O I C E H O T E L S I N T E R N A T I O N A L

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RIMA International members can save at least 5-10% off the lowest rack rate with additional savings for seniors 50+ up to 30%. Additional benefits include:

- Upgraded rooms when available
- Free morning coffee and/or newspaper
- Complimentary continental breakfast at over 1,800 locations in the US
- Car rental discounts available
- Check cashing privileges with valid credit card companies
- Special corporate Toll Free reservation number (800) 258-2847 and online reservations at www.choicehotels.com

(Individual corporate travelers can also enroll in Choice Privileges, which as been voted the industry's best frequent stay program. Travelers can earn miles at participating airlines or points redeemable for free stays.)

RIMA-I members were sent Choice Hotel ID cards which you should carry at all times. Additional cards are available for employees, friends and family. Be sure to take advantage of all this program has to offer, and happy trails to you!

ICC Business Products – Discounts for Member's Only

This program offers members up to **50% discount** on manufacturer's suggested list price on such products as computer supplies, printer sales and supplies, standard office supplies, printed forms, furniture and promotional products. There's also a **2% rebate** at the end of the year, which can be taken as a check or credit onto your account. For more information on this special members-only program, contact Jess Ray at 800/547-2233.



For more information on RIMA International or any of the topics contained in this newsletter, visit our website at www.rimainternational.org, call 800/279-4123 or e-mail at rima@rima.net.

RIMA InternationalTM
REFLECTIVE INSULATION MANUFACTURERS ASSOCIATION
