

**September 2010**

## ***President's Letter –***

RIMA International has a new look. After many years of the old RIMA-I logo, the Board of Directors decided it was time for a face lift. The new logo features a modern look with two approved colors and is media friendly. The PR committee will be working with the new logo at their next committee meeting in October.

RIMA'S Verification program is up and growing! The Verification committee is continually evaluating the program as well as promoting its benefits. Recent presentation of the verification program in Barcelona, Spain, was a great success and generated an excited audience.



Congratulations and thank you to Luke Rogers of Innovative Insulation for accepting the Co-Chair's position on the Technical committee.

I had the opportunity to tour R&D Services laboratory in Cookeville, TN. I can assure you that most of the population in Cookeville is unaware of this highly technical laboratory in their community. This facility has an in-depth calibrated testing capability with very stringent quality controls standard operating procedures in place.

As reported by the Census bureau, U.S. annualized housing starts increased to 546,000 in July from a downwardly revised 537,000 units in June. Unfortunately for wood products, gains came from multifamily. Single-family starts declined 4.2%. Total starts are down 7% from one year ago, but year-over-year comparisons are difficult due to construction in advance of last year's first-time homebuyer tax credit deadline. It may take several months before the influence of this year's and last year's tax credits are removed from the residential construction data. When this occurs, the underlying fundamentals behind the supply of homes will drive construction. A weak upward trend is expected to emerge.

Freddie Mac reports that mortgage rates are the lowest in 50 years. They also report that you have to look beyond mortgage origination data because, according to NAR, about ¼ of existing home sales are all-cash transactions compared to 5% to 10% a few years ago. This may indicate that there is a base of buyers that will be able to come up with high down-payments when they decide it's time to buy a home.

Repair and Remodeling expenditures are coming in about 6% above last year. Remodeling of existing homes peaked in 2006 at an average just above \$140,000, however, current averages are \$120,000.

I trust the information in this news letter is beneficial to you and your business planning. RIMA International has an important task for the further improvement of the membership, and your participation is very valued. If you would like to participate more in functions of RIMA-I please do not hesitate to ask. See you in San Antonio, TX.



A special thank you to STS Coatings  
for sponsoring a cocktail reception on Saturday  
prior to the group dinner!



## ***Association to Meet Next Month In San Antonio***

The next meeting of the Reflective Insulation Manufacturers Association International will be held October 9-10, at the Gran Hyatt San Antonio in San Antonio, Texas. Attendance forms have been distributed and are due in to the RIMA-I office by **September 9th**. Individuals can make room reservations by calling (210) 224-1234. Be sure to tell them you're with the ASTM group to get the discount rate.

All committees will be meeting on Saturday, October 9<sup>th</sup>, beginning with a New Member Orientation and Kick-off Welcome. Throughout the day the committees will discuss ongoing issues and set goals. 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 cocktails in Charles Court (*hosted by STS Coatings*) and a group dinner at Volume II (Boudro's Texas Bistro). ([See below for more information about the cocktail reception and Volume II.](#))

*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 August. 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!



Dr. Hazem Rashad-Ali

RIMA is also pleased to welcome guest **keynote speaker Dr. Hazem Rashad-Ali**. Professor Rashed-Ali's current research focuses on sustainable architecture and urbanism with an emphasis on minimizing the negative environmental impacts of the built environment through the design of high-performance, energy efficient, and carbon neutral buildings and communities.

Currently, Professor Rashed-Ali is an Assistant Professor at the University of Texas at San Antonio, where he teaches 3rd year design studios, environmental systems courses, and a graduate seminar on the use of environmental performance simulation and design decision support tools to achieve Carbon-Neutral Design. Professor Rashed-Ali has a PhD in Architecture from Texas A&M University. He also has a M.S. in Architecture from Oxford Brookes University in the UK focusing on Energy Efficient Buildings, and a B.S. in Architecture from Ain Shams University in Egypt. Professor Rashed-Ali has taught architecture since 1992 in Egypt and since 2001 in Texas A&M University. He is also a registered architect in Egypt and has practiced architecture there since 1991. We look forward to welcoming the Professor on Sunday.



A special thank you to Ideal Tape for sponsoring  
Sunday's brunch

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## ***Retiring Board Members – We Thank You***

Three RIMA Board members will be retiring at the end of 2010 after serving a two-year term in their respective positions. Directors David Drew, of LP Building Products in Nashville, TN; Dan Russell, of Innovative Insulation in Arlington, TX; and Patrick Gaudreault of Resisto (Div. of Soprema, Inc.) in Quebec, Canada, will be recognized with retirement plaques at the upcoming RIMA-I Membership Meeting taking place October 10<sup>th</sup> in San Antonio.



***David***



***Dan***



***Patrick***

Their commitment and the work they have contributed as members, Board members and committee chairmen and participants has been vital to the advancement of the reflective insulation and radiant barrier industries. We extend our many thanks to them for their dedication and generous efforts that have been a benefit to all industry professionals.

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## ***Third Annual “It’s About Saving Energy” Building Award Winners Announced!***

The Reflective Insulation Manufacturers Association International (RIMA-I) began this annual building award contest in 2008 to recognize building projects that utilized reflective products in an exceptional way. The 2010 **“It’s About Saving Energy” Building Award** contest entries received fell into two of the four available categories - Residential and Frame Building. Three judges took on the very difficult task of reviewing all the entries and selecting the winners. Plaques for the winning member companies and, if applicable, the installer for the project, will be presented at the upcoming RIMA-I meetings in San Antonio, Texas. The winners are as follows:



**In the Residential Building Category, the winner is LP Building Products in Nashville, Tennessee**

inERGY Homes, LLC in Medford, Oregon installed its Continuous EPS Rigid Exterior Insulation, an alternative to conventional insulation used in stick-built homes, in a 1,550 square foot residence on Brookdale Avenue in Medford, Oregon, in September 2009. InERGY Homes' Continuous EPS Rigid Exterior Insulation system uses steel framing, a 15/32-inch panel of LP TechShield Radiant Barrier Sheathing, and other materials to insulate all the home's exterior walls and roof.

During the winter, many Oregon homes experience visible frost melt on the roof and walls. This means there is significant heat loss. That's because conventional insulation is measured in R-value, aimed at slowing heat

transfer but not blocking it. But LP TechShield Radiant Barrier Sheathing effectively blocks 97% of heat transfer – keeping solar heat out in the summer and blocking heated air from escaping in the winter. In a blower door test- one of today's most effective ways of measuring energy efficiency – the inERGY home on Medford Avenue achieved 2.7 ACH50 or 259% higher



efficiency than what's needed for ENERGY STAR® certification. The home is all electric, and the utility bill for the chilly month of November, 2009 was just \$74.

inERGY has installed more than 600 homes using steel framing and LP TechShield Radiant Barrier Sheathing. These homes have not experienced any of the problems typically associated with conventional insulation: sagging, deterioration, or escaped moisture that can cause mold or fungus. In further testing, inERGY Homes using steel frame/radiant barrier technology demonstrated significant energy savings compared to conventional insulation in stick-built homes.

([www.lpcorp.com](http://www.lpcorp.com))



**In the [Frame Building Category](#), the winner is [Prodex in San Jose, Costa Rica](#)**

In November 2009 Prodex developed, produced and installed reflective curtains and roof insulation in a 3,000 square foot poultry farm in Alajuela, Costa Rica. The first two weeks of a chick are fundamental. It grows best in a stable temperature between 90 F and 100 F. Outside temperatures in Costa Rica are between 58 F and 105 F. It gets cold at night and without insulation all heat gets lost and great amounts of gas have to be spent to heat the space. Big temperature fluctuation and extreme temperatures stress out the chick and will slow down the growing process. For the client, the only thing that counts is the rate between the size of the chicken after six weeks and the amount of food and energy used. The perfect

environment has to be created to achieve the best rate. The chicks as well as the heaters are huge radiation sources. While the client asked for insulating the roof, Prodex went beyond and realized there were great radiation heat losses through the existing wall system. Prodex developed lateral and cross sectional curtains named PADP 5 – a material specially developed for animal production barns. It is resistant to the harmful ammonia gases. It has great mechanical resistance so it can be manipulated as is the cases with the curtains. It can be washed under high pressure and will not deteriorate over time. The washing of the curtains is four times faster than conventional curtains because of its finish and rigidity. This results in huge water and chemical cleaning savings as well as labor costs. The lateral curtains avoid heat loss to the outside. They can be lifted and pulled down with a simple swing of a crank to cool the barn in case of extreme temperatures. The cross sectional curtains divide the space and assure that the chick does not use more space than necessary when it is small. During the growing process the curtains open and the barn gets bigger. This avoids excessive use of heaters. Prodex measured a reduction of 40% of gas, an increase of 20% of light compared to the case without curtains. The fluctuation in temperature decreased drastically. Those factors decrease the mortality rate and improve the profitability significantly. The whole project was done within four weeks and with great satisfaction of the client.

([www.prodexcr.com](http://www.prodexcr.com))

**Congratulations to our winners!**

The following entrants will receive Honorable Mention Certificates for their entries:

**Kdb Isolation** for their residential building entry of the eco-refurbishment of a Victorian Terrace in Camden, London.  
**Foil Barrier Insulation** for their frame building entry for Munson-Cox Studio-Photography located in Arlington, Texas.  
**Foil Barrier Insulation** for their residential building entry in Arlington, Texas.

*Thank you to everyone who participated.*

*More photos and details on these entries can be found on [www.rimainternational.org](http://www.rimainternational.org).*

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## ***Golf In San Antonio – The Quarry***

For those meeting attendees who enjoy the game of golf, we have arranged some tee times for Friday, October 8<sup>th</sup> beginning at 7:40 a.m. at The Quarry ([www.quarrygolf.com](http://www.quarrygolf.com)). Famous for supplying the cement for the State Capitol of Texas, the original rock quarry closed down in 1983 after nearly one hundred years of operation - and one tradition simply paved way for another... **The Quarry Golf Club Experience.** The Quarry Golf Club opened in 1993 after an award-winning design by Keith Foster and careful chiseling of stone gave birth to a course that has been unmatched ever since. Their GCSAA Superintendent prepares the course daily and their staff of PGA Professionals will complete an experience that exceeds your expectations. Ten minute tee times that ensure the best pace of play in San Antonio, and a convenient location just 5 minutes from downtown and even closer to the airport, allow for a round of golf unlike any other. You are sure to enjoy The Quarry Golf Club Experience.



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## ***Skeet Shooting In San Antonio – San Antonio Gun Club***

And for those meeting attendees who enjoy a little sport shooting, we have arranged a skeet shooting outing after the meetings conclude on Sunday. Arrangements have been made with the San Antonio Gun Club which is located two miles south of the San Antonio airport. It is the oldest acting gun club in the country and the only shotgun shooting facility located in the heart of a metropolitan city. Officially chartered in 1921, the club has been in its current location now since 1930. For more information, check out [www.sagunclub.com](http://www.sagunclub.com).



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### ***NEW! – Cocktail Reception on Saturday***

RIMA-I member STS Coatings will be sponsoring a cocktail reception immediately following the committee meetings on Saturday beginning at 5:30 p.m. and concluding at 6:30 p.m. The event will take place in Charles Court, a private courtyard venue owned by Boudro's Texas Bistro. Please join us for this special new event and mix and mingle with your fellow industry professionals.

*STS Coatings, Inc., is a Texas based company just outside San Antonio. STS manufactures a variety of construction products, including HeatBloc-Ultra, a spray applied IRCC, with the lowest tested emissivity of .19. STS also manufactures Roof Guardian Technologies with two Energy Star rated elastomeric roof coatings, Wall Guardian spray-applied air barrier systems, and the GreatSeal line of polyether sealants.*



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### ***Volume II by Boudro's Texas Bistro***

Boudro's is an experience to savor, embracing all the flavor of their regional heritage with a distinctive menu of Texas and southwestern specialties. The restaurant has several private dining locations in the Downtown/Riverwalk area and near the Grand Hyatt San Antonio. This group dinner will take place in Volume II located near Charles Court where the cocktail reception will be held prior.

Volume II has a New Orleans flare. The dining room has old limestone walls spiced up with swashes of neon, big antique wine barrels, and artwork from the Big Easy. Storefront windows filled with tropical plants afford a view of Commerce Street activity. The Wine Room is a few steps away from the dining area and offers an impressive display of vintage wines and classic wine crates. Along with their delicious menu options, we hope you enjoy this fun and unique dinner location.

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**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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## *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](mailto:rima@rima.net). We will hope to see you there!

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## *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.

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RIMA-I will once again present a special session at the 2010 METALCON show being held October 20-22, in Las Vegas, Nevada. The workshop will be held on Thursday, October 21<sup>st</sup> from 11:30 – 2 p.m. in the Las Vegas Convention Center.

This training session is entitled “**Fundamentals of Reflective Technology**” and will review the physics involved, address some of the test methods used, discuss how R-Values are achieved and introduce the attendees to the types of reflective insulation available on the market today. ***Anyone who installs, sells or works with reflective products needs this training session.*** Following the course, attendees will have the option to complete a take-home test which can be returned for a RIMA-I logoed shirt and a certificate of completion identifying them as being trained in reflective technology.

Cost of this vital educational training (luncheon included) is \$125 for advance registration (\$150 after the early registration discount deadline). To register to attend this event and for more information on the entire METALCON 2010 conference, visit [www.metalcon.com](http://www.metalcon.com) or call 800/537-7765. ***Space is limited, so be sure to register early.***

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## *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](http://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](http://www.rdservices.com) includes many of the laboratory evaluations required of reflective insulations, radiant barriers, and interior radiation control coatings.

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## 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!!

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## A New Concept, a New Partnership: Discover These Exclusive Member Programs



Did you know that your association membership allows you access to exclusive benefits and services? As a member of RIMA International, you have easy access to money-saving benefits such as **ID theft protection, 24/7 roadside assistance, discount dental and vision networks, and prescription drug discounts!!!**

Other benefits available include: legal services, online and telephonic physician counsel, new and used vehicle discounts, and even discounts on everyday items, such as groceries, clothing, electronics, hotels, car rentals, travel, packages and more.

This online platform is *not* available to the public; in fact, most of these programs are typically only available in an employer / employee relationship. These exclusive benefits are made available through a new concept called **"My Association Benefits,"** a program designed by Veritas Benefits in Oak Brook, IL.

RIMA International has established a partnership with **My Association Benefits**, which allows our members to access these money-saving programs. Not only are we adding value to your membership, but during current economic times, we think all of our members and their families deserve to save money!

Experience for yourself the advantage your RIMA-I membership can give you! Go to [www.myassociationbenefits.org/catalog.cfm?aname=Reflective Insulation Manufacturers Association](http://www.myassociationbenefits.org/catalog.cfm?aname=Reflective%20Insulation%20Manufacturers%20Association) to access this exciting new platform, **My Association Benefits**. When you're ready to order, just create your own personal login profile and you are ready to go. Please take a moment to check out these great new benefits available exclusively to you through RIMA International and start saving your company more money today!

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## 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.







## CHOICE HOTELS INTERNATIONAL

TM

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](http://www.choicehotels.com)

*(Individual corporate travelers can also enroll in Choice Privileges, which has 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!

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

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Reflective Insulation Manufacturers Association International

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