



RIMA *International*

Headline News

April 2014

President's Letter –

RIMA International is heading into its 36th year as an association, and since it was started back in 1978, by 3 companies coming together to create a voice for the industry, we have been faced with more trials and tribulations than you can imagine. Yet the leaders of the industry and the association, and the dedications of the members have gotten us to a place in the North American market, where our technologies are understood, we have standards to test by, and we are working to get broader code acceptance, and the correct information into the software simulators.

All of this really struck home with me as we attended our 4th International RIMA conference in London a few weeks ago. We learned that in Europe some of the standards and accepted test methods are only now being put into place after many of the same battles that had been fought in North America. The conference was terrific, and the presentations were outstanding. A huge thank you and congratulations needs to go out to Jeff Thistle, Mary and the entire International Committee for making this event so successful. After more rain in England this year than in the past 250 years, the conference was held in balmy sunny weather, with delegates attending from 15 countries and a full 2 days of presentations ranging from Economic, technical to World markets and practical applications.

The building industry in the US and Canada has had a shaky start this year, due to the extreme weather we have experienced throughout the country, but the general outlook for the year is still very positive. The housing market is still expected to approach the million unit mark, and commercial construction and spending appears to be coming back. The forecasts indicate a steady growth at least through to 2017 and general attitudes are all positive. At RIMA-I we are faced with the ongoing dilemma of trying to accomplish the continued growth of the industry and technology on a very limited budget. To get to the next stage of code acceptance and to continue the significant work that has been done so far by the software committee will take a serious investment; and so I believe this is a good time to ensure RIMA-I has a very clear vision and is giving all of its members the opportunity to reap the benefits of this great association.

I look forward to seeing many of you in Toronto in a couple of weeks and look forward to your input into the growth of the Association. I encourage you all to join and contribute on an ongoing basis to the committees where all the work is done. As we still face many Industry challenges, this is a great time for us to innovate and grow.



Welcome New Board Members

At the end of 2013, elections were held to replace the retiring board members whose terms ended December 31, 2013. We are pleased to welcome the following new Board members for 2014:



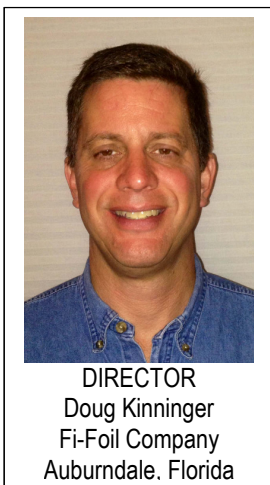
PRESIDENT
Mike Boulding
TVM Building Products
Davenport, Florida



VICE PRESIDENT
Ron Rado
Polyair
St. John, Indiana



SECRETARY/TREAS.
Wes Hall
Reflectix, Inc.
Smyrna, Georgia



Without the dedication and hard work of these individuals who are willing to go above and beyond just being in their industry trade association but to actually take the wheel and guide the direction of the work being accomplished, this association would not exist. We appreciate all of our Board members, committee chairmen and active participants who give so much of their time, talents and heart to RIMA International.



The next meeting of the Reflective Insulation Manufacturers Association International will be held April 5-6, at the Marriott Hotel Eaton Centre in Toronto, Canada. Attendance forms have been distributed and are due in to the RIMA-I office by **March 21st**. Individuals can make room reservations by calling (416) 597-9200. Be sure to let them know you're with the RIMA International group to get the discount group rate.

All committees will be meeting on Saturday, April 5th. Throughout the day, the committees will discuss ongoing issues, set goals and assign tasks. This

is a working day for all committees. Committees meeting that day include our new Reflective Fabrics Task Group, Technical Committee, Code & Legislative Committee, Strategic Alliance Committee, Verification Committee, International Committee and Public Relations/Marketing/Membership Committee. This all-day event will conclude with a sponsored cocktail reception (*hosted by International Converter*) followed by a private group dinner at Donatello.

*NOTE: If you are a new member or new to these meetings 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. Just indicate your interest on your attendance form.*

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 committee meetings; and old and new business will be addressed. **Non-member guests interested in learning more about the Association are welcome to attend as a guest on Sunday. All attendees must register in advance to attend.** Invitations are sent out two months prior to the event. 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 or e-mail us at [rima@rima.net](mailto:rима@rima.net).

Thank you to STS Coatings who is providing the coffee service to begin our day on Sunday. Those attending Sunday's meetings are also in for a treat with a delicious brunch scheduled at 10 a.m. complete with custom omelet station. Plan to come hungry and take advantage of all the hot and cold breakfast delights. What better way to start your day!



Guest Keynote Steve Baden

RIMA-I is pleased to have Mr. Steve Baden, Executive Director of RESNET as our guest and keynote speaker. Steve has worked in the residential energy efficiency field for over twenty five years, including eighteen years with home energy ratings and energy mortgages on both the state and national levels, and ten years administering a state energy office. He initiated the "Warm Homes for Alaskans Initiative" which received the "1993 National Award for the Most Outstanding State Housing Program" from the National Council of State Housing Agencies. Steve was also awarded "Lifetime Achievement Awards" from the U.S. Department of Energy and RESNET. Steven will be joining us to discuss ways our two organizations can work together in the code arena and possibly other areas where our both our organizations can benefit. We have an ongoing MOU with RESNET and it is a privilege to have Steve join us so we can discuss ways we can work together to strengthen and grow our industries. He will be participating as a guest at our committee meetings on Saturday as well as sharing more information with the entire group as our featured speaker Sunday. Please make Steve feel welcome as we look forward to working together more and more in the future.



Steve Baden
RESNET

Join us for Cocktails Saturday Night at Donatello

Sponsored by  **International
CONVERTER**



RIMA-I member International Converter will be sponsoring a cocktail reception following the committee meetings on Saturday beginning at 6 p.m. and concluding at 7 p.m. The event will take place at Donatello Fine Italian Cuisine in Toronto immediately prior to the group dinner at the same location. Please join us for this special event and mix and mingle with your fellow industry professionals. (www.donatellorestaurant.ca)

Dinner to follow

Hidden among the romantic street lights of Elm Street, just off the rush of Yonge and Dundas, is a quaint Italian restaurant, Donatello. This elegant downtown love letter to fine food is a treat for fans of simple, well-made Italian staples served in a welcoming, pressure-free atmosphere. Warm, superlative service flavoured with old world charm characterizes the professional attention diners receive inside this cozy rowhouse - just a stone's throw from the Eaton Centre - while bent over their veal Marsala and crab ravioli. The house red comes well recommended as a worthy pairing, but the wine list at Donatello is ample. On warm summer nights, the action at this busy restaurant spills onto a front terrace and handsome rooftop patio. This family run establishment is run by Giacomo and Filomena Rauti; and although all restaurants claim to be passionate about service, Donatello really means it. Their aim is that every customer leave feeling that little bit happier and more relaxed than when they came in. Now who wouldn't like that!



Highlights from Fall 2013 Meeting

In addition to holding committee meetings, a board meeting, a Past Presidents Advisory Council meeting and a full membership meeting, not to mention the elections and a full group dinner outing at Ragtime Tavern, members of RIMA International made the absolute most of their time together by enjoying the beautiful location and amenities Florida has available with an afternoon out on the water.

Here are a few pictures of the fishing charter outing that many participated in. Not a whole lot of fishing was accomplished but a whole lot of fun was had by all. A special thank you to the Amelia Angler Fishing Charter group out of Fernandina Beach, Florida for giving us a great day out in the sun.



Big Changes to RIMA-I Verification Program!

Over the past year the RIMA-I Verification Committee has been doing a serious review of the program to build participation and expand the program. The membership gave input and the committee took that input and made several changes.

One of the issues discovered with the old program was the cost for members who have multiple products. The new program includes an annual participation fee with a low \$100 (for members) per product price to verify each product. Renewal costs were another issue so the committee lowered those fees from \$600 per product to \$100 per product. Another new feature is the ability for non-members to participate. This change has not been publically launched as of yet as there are still a few details to be ironed out including the development of an application form. The key factor is to maintain the integrity of the program, so the committee will be discussing this at the upcoming meeting and we look forward to a nationwide launch soon. Another task at hand is to work with different agencies to use the RIMA-I verification as a means by which to assess their own certifications. Once established this would give an even greater benefit to each participant in the program.

Watch for additional updates over the next couple of months and get your products verified today!



RIMA-I Committees Are Hard at Work

Since RIMA-I only meets face to face twice a year, the committees have a lot on their plates. To keep up with the work at hand, committees hold quarterly conference calls. Here are just some of the things, each committee is working on:

International Committee – Now that the I-RIM Conference is concluded the committee will begin work on the next event in 2016. A review of the recent conference and changes that they would like to incorporate for future events will be discussed as well as any international issues that may be of interest and concern.

Verification Committee – Details for the updated program will continue to be ironed as mentioned above.

Technical Committee – Task groups will be working on assignments, new technical bulletins are in the works, discussions on developing a qualification program for installers is ongoing, and updates to the handbook are ongoing. Involvement with ASHRAE, High Performance Building Council, RESNET, Energy Star and others continues as well. An AIA course upgrade is also near completion.

Code & Legislative Committee – RIMA-I has renewed their contact with InterCode, Inc. for 2014 and will continue to work on code issues.

Strategic Alliance Committee – The group is working with the Fraunhofer Institute to support their work in updating the AtticSIM software program.

PR/Marketing/Membership – The committee recently created a booth for our exhibit at Frame Building Expo in Nashville. A RIMA-I brochure was also recently completed. They will be working with the Verification Committee on launching the new program once complete. They are also continually reviewing opportunities for article development/submission, conference participation and any other opportunities that would be of benefit to the association and membership.

This is just a small sampling of the work each committee is involved in. The Board of Directors and Past Presidents Advisory Council (PPAC) will also meet when we gather in Toronto. If you would like to get involved in the work any of the committees are doing, please contact the RIMA-I office.

I-RIM Conference Is A Big Success!

The 2014 International Reflective Insulation Manufacturers (I-RIM) Conference was held March 5-7 at the Crowne Plaza Dockland Hotel in London. The event hosted guests from 15 countries including the US, Canada, India, UK, France, Italy, Australia, South Korea, Malaysia, Costa Rica, Scotland, Slovenia, Portugal, Mexico and Israel. This truly was a global event!

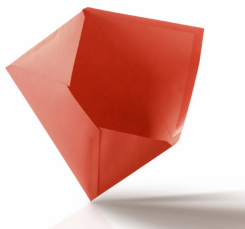
The 2-1/2 day conference was a great success providing excellent workshops conducted by industry experts. RIMA-I President Michael Boulding (TVM Building Products) hosted the event assisted by International Committee Chairman Jeff Thistle (International Converter) which covered topics such as the economic outlook in Europe, Energy Efficiency in the US Housing Market, Standardization, Thermal Performance of Reflective Products, Assessment and Certification of Reflective Insulation, Evaluation of Performance of Reflective Insulation, Using State of the Art Software to Predict Heating/Cooling Load Reductions from Radiant Barriers, Computer Simulations of Enclosed Reflective Air Spaces, Measuring Thermal Performance of Structures Using Hot Box Apparatus, the Effects of Dust Accumulations, Hybrid Systems and more. International updates were also given for reflective products being used in various regions around the world; and information on RIMA International and how this global association is working to educate on the benefits and uses of reflective products to save energy was also shared.

The event also included a trade show event featuring companies such as RoyOMartin, International Converter, Dunmore Corporation, LL Flex, Torninova, and Aerolam Insulation. Trade show time included a cocktail reception on day one and lunch on day two. These social gatherings were a great networking opportunity for all conference guests.

The next international event will be held in 2016 – location to be announced. For more information on the 2014 I-RIM Conference including photos of the event, please visit www.rimainternational.org and select the I-RIM Conference menu option.



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@rима.net. We will hope to see you there!

Membership Sponsorship Incentive Program

To encourage members to help grow and strengthen RIMA International (RIMA-I) through our membership, a new program is now available to provide RIMA-I cash credits that can be used toward RIMA-I expenses your company may have, such as your annual membership dues, meeting the purchase of premium items, brochures, etc. RIMA-I members who sponsor new, Board-approved members are eligible to receive the following cash credit benefits **for each sponsorship:**



Here's What You Can Earn -

- New Active Platinum Member - **\$1,000**/new and approved membership (based on a \$6,000 membership)
- New Active Member – **\$500**/new and approved membership (based on a \$3,000 membership)
- New Associate Member – **\$250**/new and approved membership (based on a \$2,000 membership)
- New Distributor Member – **\$25**/per new and approved membership (based on a \$250 membership)
- Contractor Member – **\$40**/per new and approved membership (based on a \$500 membership)

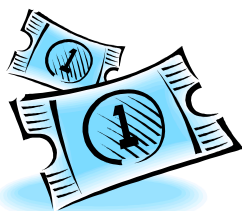
How It Works -

A line has been added to the Membership Application form where you or the applying company can indicate the member sponsor (i.e. your company name) directly on the application. As your sponsored new members are approved, **the cash credits you acquire will be added to your "RIMA-I bank account" in your company name. This is an accumulative account that will NEVER expire as long as you maintain your membership. So the more members you sponsor, the larger your "RIMA-I bank account" will grow.**

This is an exciting new program that benefits everyone so get inspired and start signing them up! Not only will your company benefit from the cash rewards but also by having a larger, stronger association with more resources available to assist in growing your business. Get started now!!

*NOTE: Cash credits are not redeemable for cash but can be used to cover **any** RIMA-I expenses your company may have. If a member chooses not to renew their membership in RIMA-I, any accumulated cash credits will be forfeited.*

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!!

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.

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 our Cocktail Sponsor International Converter see their ad below



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 International
Reflective Insulation Manufacturers Association International

COMMITMENT TO **excellence**

With International Converter you get more than you expect. By carefully listening to your needs and identifying critical performance requirements, we are able to provide you with the products and solutions necessary for your success. We continuously evaluate our products and materials, looking for ways to improve them and the value they deliver. Our commitment to excellence is driven by our commitment to you – understanding your needs and delivering solutions.



Take advantage of our experience.

Market and product diversification are critical components of our success. International Converter has a broad product offering – we add value to many different markets and supply chains. This diverse product offering enables us to leverage our knowledge and experience from other markets to create customized products that meet your demands. We do not have “stock” offerings – only specific customer solutions.

Key Markets

- Building Products
- Food Packaging
- Pharmaceutical & HBA
- Bakery Trays
- Heat Transfer Label
- Specialty

Manufacturing Capabilities

- Adhesive coating/laminating
- Hot melt coating/waxing
- Silicone coating
- Foil coating
- Sheeting
- Slitting/rewinding
- Embossing for specialty applications

Substrate Ranges

We have the ability to bring together a wide range of substrates:

- Paper: 11# Tissue to 100# Kraft Paper
- Board: 8pt to 22pt Board – Kraft, C1S, SBS
- Foil: 0.000236” foil and higher
- Film: 48 gauge and higher BOPP, PET, mPET, mBOPP, Nylon, Barex®, Surlyn®
- Foil, paper, film coatings
- Multiple Adhesive/Coating Technologies



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