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FOR IMMEDIATE RELEASE
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NEW www.rimainternational.org – THE Resource You Need

In the interest of making accurate information and reliable resources as accessible as possible, the Reflective Insulation Manufacturers Association International (RIMA-I) recently updated their website with a whole new look.

In addition to making the site available both in English and Spanish, there are many new things to see on the site. Here are just a few of the highlights:

It's now easier than ever to find a product that you can rely on. RIMA-I's new **Verification Program** takes the worry out of your purchase by verifying manufacturer's products to ensure they meet or exceeded all testing requirements for that product.

Wanting to learn more about reflective products? Check out the **Technical Info** section where a continuously growing list of Technical Bulletins can be found (focusing on various industry applications), our Handbook "Understanding and Using Reflective Insulation, Radiant Barriers and Interior Radiation Control Coatings", lists of required/recommended tests, information on low-emittance coatings and a library of articles can be found.

Looking for a more personal educational experience? Check out the upcoming education sessions RIMA-I is conducting at various industry conference around the world under the **News & Events** section. We are currently working on the details for the upcoming **International Reflective Insulation Manufacturers Conference** taking place May 1-2, 2012. Mark your calendars now and be sure to check back for more information on this special event soon.

Of course you can always find a list of RIMA International members in the **Members** section, and if you are interested in becoming a member, select the **Join** button in the upper right-hand corner to learn more. RIMA-I members have access to the **Member Portal** mentioned on the homepage. This portal provides access to the RIMA-I blog where international correspondents post updates on what's happening within the industry around the world. The portal also provides easy access to association documents, minutes, merchandise and more.

RIMA-I invites you to check out the new site and share your feedback. Providing a reliable and easy-to-use resource is important to us.

The Reflective Insulation Manufacturer's Association International is a non-profit association comprised of dedicated individuals working together to propagate the research, knowledge and use of reflective insulation, radiant barriers and interior radiation control coatings. For additional information, please contact Executive Director Mary Edmondson at 800/279-4123.