

March 2009

President's Letter –

Thus far, 2009 is proving to be another fast-paced year. Changes in our business climate abound as the United States introduces a new president and administration. The new stimulus package will help drive the nation's domestic economy and certainly will have an impact on our global membership's business strategy. RIMA-I members have a long history of diligent, hard-working business entrepreneurs, and I am confident that these changes will be met with an intelligent resolve and turned into growth opportunities.

Did you know that more than half of RIMA-I's membership is located outside North America? In an effort to accommodate this growing demographic, we will hold our global conference in Barcelona, Spain, on June 3-4, 2009. This event promises to be informative, featuring workshops on thermal performance, emittance, stability, product requirement comparisons, testing procedures, current and on-going research projects and the global green-building initiatives, focusing on how they relate to our industry. Additionally, the conference will offer product displays and the opportunity to meet new business contacts. Don't miss out on this unique opportunity to capture business opportunities and enjoy Spain's plethora of cultural activities!

I would like to extend a special and sincere thank you to retiring board member Tom Miller for his unselfish dedication as an active, contributing member of RIMA-I and its Board of Directors. Mr. Miller's input and in-depth knowledge of the industry is an invaluable resource. We certainly hope to have him back on the board again.

Welcome to new board member Paul Rahn. Mr. Rahn was voted in at our previous meeting, held in Miami, Florida, and officially took office January 1. He represents Valeron Strength Films and has been a RIMA-I member since 2007. On behalf of RIMA-I, we thank you for volunteering your valuable time and service.

Vancouver, British Columbia, will host the next RIMA meeting, to be held April 18-19. As always, you are encouraged to attend and participate. Following the first day of working committee meetings on the 18th will be the general membership meeting on the 19th. We will introduce exciting and valuable new-member programs, as well as some additions to the agenda:

- The newly-formed Verification Committee will unveil a new, voluntary product-verification program. Verification has been in development for several years, and with the help of several dedicated RIMA-I members, the christening has finally arrived. Verification will prove to be a significant benefit to RIMA-I members. Co-chairmen and presenters of the Verification Program will be Mike Boulding and David Drew.
- Distributor membership trend is on the increase! To add value to this growing segment of RIMA-I's membership, we have added a distributor roundtable forum to the agenda. In one room, distributors can interact with other distributors and manufactures from around the world. Dan Russell will moderate.
- New members and/or new attendees from an existing member are encouraged to attend the newly created "New Member Orientation." This orientation will help clarify the structure and purpose of RIMA-I and will assist you in choosing the avenue that best suits your core disciplines.

Thank you for your continued support of, and membership in, RIMA-I. Mary and I look forward to seeing you in Vancouver.

Kindest regards - Bobby Byrd, RIMA-I President
"It's About Saving Energy"





Association to Meet Next Month In Vancouver, British Columbia

The next meeting of the Reflective Insulation Manufacturers Association International will be held April 18-19, at the Hyatt Regency Vancouver in Vancouver, British Columbia. Attendance forms have been distributed and were due in to the RIMA-I office by **March 19th**. Individuals can make room reservations by calling 604/683-1234. Be sure to tell them you're with the ASTM group to get the discount rate.

All committees will be meeting on Saturday, April 18th, throughout the day to discuss ongoing issues and to set goals for the coming year. 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, Radiant Barrier Software Tax Credit Task Group, Verification Committee, Code Review Task Group, International Committee, Public Relations/Marketing Committee, and Membership Committee. We have also added a "Distributor Roundtable Discussion" and a "New Member Orientation" toward the end of that day. All distributor and new members (and those interested in learning more about the association at the new member orientation) are welcome and encouraged to attend. This all-day event will conclude with a group dinner at Top of Vancouver restaurant. [\(See below for more information on Top of Vancouver\)](#)

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 a guest 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. Invitations to several non-member companies were sent out in 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!



David Yarbrough

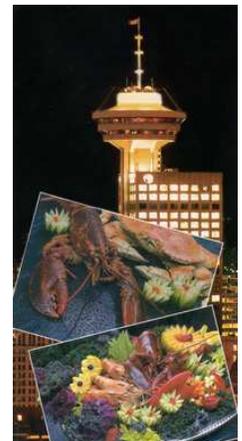
RIMA is also pleased to welcome guest **keynote speaker Dr. David Yarbrough** who will be speaking on the topic of "Development of Reflective Technology over the last Hundred Years". The presentation will trace the development of reflective insulation/radiant barriers over roughly the last century.

David Yarbrough is President of R&D Services, Inc. a testing and consulting company located in Cookeville, TN. Dave is Professor Emeritus of Chemical Engineering at Tennessee Technological University and a staff member at the Oak Ridge National Laboratory. Dave holds the PhD in Chemical Engineering from the Georgia Institute of Technology. He is a registered professional engineer and author or co-author of over 200 technical papers or reports. Dave has been active in technical areas related to thermal insulation for about 25 years.

[.....\(For more information on the city of Vancouver and all there is to do there, check out www.tourismvancouver.com\)](http://www.tourismvancouver.com)

Diners View Vancouver Like Never Before -

Members coming in for Saturday's meetings will be ending the day at a spectacular venue. Standing 553 feet (167m) above the city is the "Top of Vancouver Revolving Restaurant" providing an unobstructed view of the city, the coastal mountains and the ocean. The restaurant's windows are specifically angled for maximum viewing and rotates continually giving guests a 360° view each hour. The fine continental dining combined with the magical panoramic view provides a beautiful and memorable experience for all.



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Golfers Play the Beautiful Mayfair Lakes in Vancouver

With the towering beauty of the North Shore Mountains serving as a backdrop, Mayfair Lakes is a genuine golf sanctuary, offering a secluded country ambiance that's just minutes from Vancouver. Impeccable course conditioning is a hallmark of the Mayfair Lakes experience, and has won Mayfair Lakes a well-deserved reputation for uncompromising excellence. The intrigue lies in the abundance of lakes and waterways that come into play on 13 of the 18 holes, adding as much challenge as aesthetic appeal to the course. Les Furber's ingenious design ensures that each round captivates. Tee times are set for this beautiful course on Friday, April 17th beginning at 3 p.m. If you have not already signed up to play, please contact the RIMA-I office.



The 3/4" Mystic –

By Dr. David Yarbrough, R&D Services

No doubt you have heard the oft-repeated statement "reflective insulations require at least 3/4-inches of air space". The following is a possibility for the origin of the "3/4-inch mystic".

Rowley and Algen published hot-box data for enclosed air spaces in the 1929 *Transactions of the American Society of Heating and Ventilating Engineers* (a predecessor to ASHRAE) that contained the following results.

Width (inches)	0.125	0.250	0.500	0.750	1.00	1.50
R-value (ft ² ·h·°F/Btu)	0.39	0.65	0.81	0.85	0.87	0.87

The observed R "maxed out" at about 0.75 inches for a non-reflective airspace. Radiation transport from a very large flat surface to a second (cooler) parallel surface does not depend of the separation distance. The R-values in the above tabulation, however, include a constant term for radiation. The radiation can be suppressed by introducing a low-emittance surface with a resulting increase in R. The maximum R-value, however, would remain near 3/4 inches.

These results lead to the following statement in the 1955 book "The Thermal Insulation of Buildings" published by Her Majesty's Stationary Office for cavities with surfaces of low-emittance.

"In normal practice, it has been customary in Great Britain to adopt a value of 2.00 for the resistance of a cavity when it is: (a) unventilated (b) at least 3/4 inches wide (c) horizontal, vertical, or inclined and (d) faced on one or both sides with a foil surface having an emissivity of 0.10 or less."

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.



Code Update – **by Monty Millspaugh, RIMA Technical Committee Chairman**

The new ASTM Standard Mounting Practice ASTM E 2599-08 for reflective insulation and radiant barriers, which allows for reflective insulation to continue to be tested in the ASTM E 84 Steiner Tunnel will be published and distributed shortly. The new edition of the ASTM Standards is slated to come out March or April of this year. Several people did a lot of amazing work to achieve this on behalf of the industry. A special thank you to all who contributed.



Be Our Guest –

Twice a year RIMA-I holds membership meetings at various cities around the country in conjunction with the ASTM C16 committee meeting which members are actively involved in. Prior to each 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 RIMA-I is doing and get to know some of their 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 as well as 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'll hope to see you there!



50/50 Raffle!

RIMA-I has 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 now **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 with these new changes, more people have 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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Our Choice Hotel program was changed this past year to offer some different program benefits. 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 updated 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@rима.net.

