

**AUGUST
2002**

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Thought For Today:
A closed mouth
gathers no foot

RIMA News

President's

By Bill Lippy, Fi-Foil Company



It is very encouraging to see the progress that the association is making and the positive manner in which we are going about our business. Thanks be to all who have put forth the effort on many fronts including:

1. Bylaws
2. Technical Bulletins (in three languages)
3. Website
4. Handbook
5. Public Relations
6. Membership

In today's business environment, time management is critical to success and accomplishing goals. RIMA is growing stronger because of the stewardship of our Executive Director, the course set by our committee chairs and the executive leaders, and by the

dedicated members who are active in the committees.

As we approach the fall meeting in Dallas, we have some important decisions for 2003. Fortunately we have a group that passionately believes in the technology and from that, many great ideas have come forth to take the association to a new plateau including exhibiting in a major trade show, a statistical survey of the size of the industry, and additional technical bulletins. We as an industry are better off than a year ago and will grow again in 2003.

To the disappointment of many, the chatter continues from other organizations that have decided to resort to negative and twisted report-

ing to sell their brands and types of insulation. Perhaps it is discouraging to see the professional building community and the general public continue to ask for reflective insulation, radiant barriers and radiation control coating products. Whatever the reason, the fact remains our technology performs, and the market continues to respond.

RIMA will celebrate its 25th anniversary in 2003. As we have witnessed with the recent events of companies filing bankruptcy, giants can fail. Stay positive and choose to lead. I look forward to seeing all of you in Dallas and furthering our mission.



Saddle Up For Dallas

The next meeting for the Reflective Insulation Manufacturers Association will be held September 21-22, 2002, at The Fairmont Dallas Hotel in Dallas, Texas. This meeting is being held in conjunction with the ASTM C16 Committee meetings which are held two times per year. RIMA maintains an active role within the C16 committee and task groups; therefore having the association meetings at the same location is not only convenient and cost-effective but also makes it easier for new members to become active within ASTM as well.

The committee agenda has been expanded for Saturday the 21st.

The Technical Committee will begin the day at 1 p.m. running until 3 p.m. They will be followed by the Membership Committee from 3-4:30 and the PR/Marketing Committee from 4:30-6 p.m. Those who have signed up to be active on these committees are encouraged to attend (see committee roster on page 4) as well as those who wish to become active within their association.

The full membership meeting for Sunday the 22nd has also slightly changed. We will begin the meeting at 8:30 a.m. and conclude at approximately 12:30 p.m. Guests are welcome to attend and should contact the RIMA office at 800/279-4123 for attendance information.

ASTM has blocked rooms until August 28th and are extending a

discount rate of \$158 single/double to guests. You can make your reservation by calling the hotel direct at 214/720-2020.

Meeting attendance forms have already been distributed to all RIMA members. If you have not yet confirmed your participation in this meeting, you need to forward your completed form to the RIMA office by August 25th.

Since RIMA only meets twice a year it is of vital importance that all members participate in these meetings. Many important decisions are made regarding the direction of this association—decisions which affect your business. We have a very full agenda for this September event and look forward to seeing you there.

Technical Committee

By Alan Heller
Faco Building Products
RIMA Technical Committee Chair



The Technical Committee completed the first revision to our handbook, "Understanding and Using Reflective Insulation, Radiant Barriers and Radiation Control Coatings". The revisions included adding language intended for clarification on some topics, several new drawings, and a new handbook cover page. The handbook can be viewed and downloaded from the RIMA website at www.rima.net.

The committee continues to work on several new technical bulletins, two of which are already available on the website. TBR101 – Reflective Insulation Materials Used Under Concrete Slabs and TBR102 – Definition of a Radiant Barrier are currently online with TBR101 offered in English, French and Spanish. It is our intention to provide translations for all technical bulletins in these languages so keep checking the website for their availability. The next bulletin soon to be released is TBR103 – The Effect of Attic Radiant Barriers on the Temperature of Roofing Materials. It is currently in it's final review and a press release will be distributed to announce its availability shortly. Shortly thereafter you can expect to see the next bulletin which will be on reflective insulations used in duct applications and in metal buildings. These technical bulletins are a high priority with RIMA and we look forward to developing several more in 2003.

Many RIMA members continue to participate as active members on several ASTM C 15 Task Groups that are working on standards related to reflective insulations, radiant barriers, and radiation control coatings. Information on how you can participate can be found on page 3.

Membership Committee

By Bob Wadsworth
Aero-Tek Innovative Energy
RIMA Membership Committee Chair



Last year a new membership category for Distributors was approved, and although little has been done to promote it, we currently have two Distributor members and anticipate four or five more in the near future. An item for discussion at the upcoming meeting will be a letter that has been developed for members to send to out to their distributors introducing them to this new membership category and explaining the benefits that accompany their participation.

There are also two active member prospects that are expected to come on board soon. Another meeting topic will be to discuss membership development for 2003. There has been little time and effort put forth in this area even though it is an important one. Much of the membership growth has been left to the committee chair to develop so ideas on how we can approach this more aggressively will be a key topic in September.

We will be distributing the new 'Membership Notebooks' to all in attendance in Dallas. When a new member has joined in the past they have received a packet of information which, although is helpful, it was not well packaged. Since the last meeting we have purchased 3-ring binders and customized the covers/spines and developed a Table of Contents that allows members to organize their materials from the day they join and throughout their membership. We are anxious to share these new books with everyone and hear your feedback.

Nominations

By Ron Beers
Advanced T-El Systems
RIMA Nominations Committee Chair



The Nominations Committee will be electing a new Director to serve a two-year term on the RIMA Board of Directors. This candidate will be elected from the 'Active' category of membership. Nominations can be forwarded prior to the meeting to my attention at ron@afe-foi.com. We will also take nominations from the floor at the time of the election. This position becomes vacant with the term-completion of long-time board member Dan Russell of Innovative Insulation, Inc. Dan has served in many roles on the board, including President, and has given much time and energy to the association. We thank him for all his dedication and hard work.

Marketing/PR Committee

By Greg Booker
Purgen Corporation
RIMA/PR Committee Chair



The big news from the PR committee is the completion of the new RIMA website at www.rima.net. Bob Wadsworth and Mary Edmondson have done a complete overhaul of our site expanding on the information available including technical bulletins, the board of directors list, industry links and more. The upgrade is much more user-friendly and offers a more professional image than what we've had in the past. Be sure to look it over and share your feedback as we continue to make this a key resource to people trying to obtain information on our industry.

There are several other items in the works including a new marketing brochure entitled "An Introduction to Reflective Insulation, Radiant Barriers and Radiation Control Coatings". This tri-fold piece was introduced earlier in the year and will be given a final review at our upcoming meeting in Dallas. We are also researching possible trade shows in which RIMA might participate in for 2003. Information and costs are being collected at this time and we will be voting on this issue next month.

RIMA will be celebrating its 25th anniversary in 2003, so ideas on how we can capitalize on this occasion will be a hot topic at our meeting. RIMA continues to distribute press releases when the occasions arise. An announcement of the new handbook recently went out with another on the new website to be distributed shortly. We are also working to develop a banner ad and research sites in which we might run such an ad. We also continue to seek out sites where we can do a link exchange. One of the things we'd like to expand on next year would be to get more articles published in trade publications. The possibility of conducting some training and/or workshops will also be considered. We invite everyone with ideas and input on how we can best utilize our resources on the PR front to join us on Saturday, September 21st at 4:30 p.m. at The Fairmont Hotel Dallas. We'll see you there!

Important Industry Updates

By Roy Akers, President Advanced Foil Systems, Inc.
C16.21 Sub-Committee Chairman

The following are the ASTM activities scheduled for the upcoming meeting in Dallas, concerning reflective insulations and radiant barriers:

Monday (9/23/02)

8:00 - 9:00 am: Opening Main Committee Meeting

10:00 - 11:00 am: C16.21.01 Task Group - Use and Installation of Reflective Insulation on Ducts (Monty Millsbaugh)

3:00 - 4:00 pm: C16.21 Task Group on RB Heat Gain/Loss by Computer Program (K. Wilkes)

There are only two meetings for our group because all other documents on reflective foils have either new dates or current dates that do not require work for a while.

The duct insulation meeting is very important to those of you who are manufacturing, or marketing, reflective ducts. This meeting needs your support, given the current interest of on these installations in general. The RB meeting is very important because of the need of our industry in numbers that accurately demonstrate the performance of our RB products. Accurate information, through testing or nationally recognized bodies such as DOE, can only help everyone in our industry. We still have a need for more industry members participating in the standards process.

Future items for consideration, that have been discussed, but not finalized, are metal building insulation standards. We need further group discussions on this methodology so that we can determine what types of documents and testing are needed. Another item that may need consideration is that of a standard for the use of a vapor barrier, as it is currently being used, under slabs. This is a very popular use of foil products in both Canada and the U.S. and needs further clarification on its use and installation.

We need more participation by industry members, or others, such as raw material suppliers and testing facilities. All input is necessary, in order to arrive at a standard that truly represents the needs, and desires, of all concerned parties.

Energy Star Home Sealing Program


ENERGY STAR® was introduced by the US Environmental Protection Agency in 1992 as a voluntary labeling program designed to identify and promote energy-efficient products, in order to reduce carbon dioxide emissions. EPA partnered with the US Department of Energy in 1996 to promote the ENERGY STAR® label, with each agency taking responsibility for particular product categories.

EPA's ENERGY STAR® Program has updated their approach to insulation, including radiant barrier products, with a new effort called ENERGY STAR® Home Sealing. What happened to the old Energy Star labeled insulation effort? The ENERGY STAR® labeled insulation effort has been rolled into the ENERGY STAR® Home Sealing effort. From now on, products that meet the qualifications for insulation labeling will be labeled "as a part of ENERGY STAR® Home Sealing". Home Sealing is about improving the home envelope, and insulation products together with air sealing and ENERGY STAR® labeled windows help improve the home envelope. Insulation is now a part of the Home Sealing effort.

Reflective insulation and radiant barrier manufacturers whose products meet the criteria can place a special ENERGY STAR® insulation graphic on their product or products packaging. The graphic contains the ENERGY STAR® certification mark and states, "When installed according to Energy Star Home Sealing, insulation can save energy". The Energy Star web site is also given. Program participants must use the ENERGY STAR® Home Sealing marketing graphic to promote the effort in marketing materials.

The most basic qualifications are that the company must manufacture a product that is used for residential applications and meets the FTC's definition of "Home insulation". Interested participants should provide some marketing materials on what their product is and how it should be correctly installed. They must also provide either data from a independent testing facility to show that they have tested their product according to the FTC's requirements, or they can provide an "official" tech report indicating which tests were performed and the results. It would be helpful to include who performed the tests and when. Once all the materials are complete, company must sign a partnership agreement indicating they will use the logos according to the ENERGY STAR® Logo Use Guidelines.

If you'd like to get started in this exciting new program, submit the information indicated to Doug Anderson (Anderson.Doug@epamail.epa.gov or call him at 202/564-3532), and he will work with you to bring you on board. In addition, ENERGY STAR® has some larger/broader promotional campaigns - one called "Change!" and a summer campaign called "Cool Change!". If a manufacturer was interested in participating in these efforts or has other ideas about how to work cooperatively, again, contact Doug to discuss them.



**ENERGY STAR®
HOME SEALING**

Save up to 20% on your heating and cooling bill and increase the comfort of your home. ENERGY STAR recommends sealing the "cracks" that surround your living space: the ceiling, outer walls, windows, and floors.

To increase the comfort and energy efficiency of your home:

- **Add insulation** to stay comfortable during periods of extreme temperatures.
- **Seal air leaks** to stop drafts and get full performance out of your existing insulation.
- **Look for ENERGY STAR labeled windows** when replacing windows in your home.

ENERGY STAR can help you make the right choice when improving your home.
www.EnergyStar.gov

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FI-Foil Company

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Nominations

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Bob Wadsworth
Dan Russell

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Greg Brooker
Richard Turgeon
John Starr
Dermot Ennis
Jack Lubker
Bill Lippy

Membership

Bob Wadsworth
Jack Lubker

Investment Dictionary:

BULL MARKET - A random market movement causing an investor to mistake himself for a financial genius.

BEAR MARKET - A 6 to 18-month period when the kids get no allowance, the wife gets no jewelry, and the husband gets no lawn.

MOMENTUM INVESTING - The fine art of buying high and selling low.

VALUE INVESTING - The art of buying low and selling lower.

P/E RATIO - The percentage of investors wetting their pants as the market keeps crashing.

BROKER - What my broker has made me.

BUY, BUY - A flight attendant making market recommendations as you step off the plane.

STANDARD & POOR - Your life in a nutshell.

STOCK ANALYST - Idiot who just downgraded your stock.

STOCK SPLIT - When your ex-wife and her lawyer split your assets equally between themselves.

FINANCIAL PLANNER - A guy who actually remembers his wallet when he runs to the 7-11 for toilet paper and cigarettes.

MARKET CORRECTION - The day after you buy stocks.

CASH FLOW - The movement your money makes as it disappears down the toilet.

YAHOO - What you yell after selling it to some poor sucker for \$240 per share.

WINDOWS 2000 - What you jump out of when you're the sucker that bought Yahoo @ \$240 per share.

INSTITUTIONAL INVESTOR - Last year investor who's now locked up in a nuthouse.

PROFIT - Religious guy who talks to God.



Reflective Insulation Manufacturers Association

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