



International

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Reflective Insulation Manufacturers Association

**September 2008**

## ***President's Letter –***

I am not the first RIMA-I President to point out that one of the most daunting tasks of the office is the writing of the "President's Letter". A quick look back at past volumes (also an old tactic admittedly used by many past presidents) reveals various strategies for finding additional words to add to the annual meeting announcements, election pleas and other such necessities of each letter. So I try and take the time to make my notes for these letters in different places, so here it goes and here I sit on the side of a mountain in Northern California over looking Napa valley. I know what you are thinking, and no wine is in my pack (yet), I have to climb down this mountain at some point today.

Congratulations to the winners of the "Its About Saving Energy" Building Award Contest. The winners will be recognized at the next RIMA-I meeting.

It is hard to imagine that 2009 will be upon us soon. We have endured a great deal thus far this year, in spite of the depressed global economy, stock market wows and the well-advertised U.S. Housing Market plundering. In the midst of all the negatives, RIMI-I is experiencing growing pains!

During this time of a global energy crisis, our industry is part of the energy crisis solution. RIMA-I members have found opportunities to expand their business, with oil and energy cost at a historical high, the products that RIMA-I members produce are now more popular than ever. "It is About Saving Energy" and companies are finding shelter under the legitimacy of RIMA-I. RIMA-I's membership base is growing, and our opportunity to grow with a diverse membership is expanding. I have had the opportunity to be among several associations in many countries, and I have not found another eclectic group of members of an association that is as passionate about their industry as those of RIMA-I.

One of RIMA-I's special Task Groups have been working diligently on a project for several months. This project is becoming finalized into an exciting new program for RIMA-I's members and will be unveiled at the next RIMA-I meeting. This is an exclusive RIMA-I member program that will help us grow into the next stage of legitimacy in the industry and offer a level of congruency from specifying products to final job site inspections. This is an impressive step forward for RIMA-I. Come to Miami and find out more.

The next meeting will be in Miami, FL, where we will undertake more tasks and remove more barriers (no pun intended) that will continue to move RIMA-I progressively into 2009 and beyond. As we continue to grow in numbers and necessity, your talents are becoming more and more needed. I encourage you to participate. Come join us in Miami. RIMA-I can utilize your particular discipline to grow your association and the industry. Our future is clear and bright!



## ***First Annual "It's About Saving Energy" Building Award Winners Announced!***

RIMA International held the first in an ongoing award competition for projects utilizing reflective products constructed in 2007. The "It's About Saving Energy" Building Award contest for 2008 entries received fell into two of the four available categories - Residential and Metal Building. Three judges took on the very difficult task of reviewing all the entries and selecting the winners. A special thank you to Ron Rado, Wes Hall and Dan Russell for judging this year's contest. Plaques for the winning member companies and, if applicable, the installer for the project, will be presented at the upcoming RIMA-I meetings in Miami, Florida. Certificates of Honorary Mention will also be presented. The awards are as follows:

In the [Residential Building Category](#), the winner is **Foil Barrier Insulation**.

This project was a remodel of a residence in an exclusive Dallas area of Bent Tree Country Club. The customer was looking for innovative ways to add green building technology and to maximize current materials for comfort and energy efficiency. The favorite room of the house was a large great room that was particularly uncomfortable due to the west side location and the vaulted ceiling minimizing proper ventilation and insulation. The sheet rock in the room was removed with the fiberglass batt insulation and replaced by Foil Barrier with four layers of Tempshield



Double Bubble two-sided Foil R15 Radiant Barrier Insulation maximizing limited space in replacement of the minimal R-value of fiberglass batt insulation. The four layers of Tempshield were installed with a minimal one-inch air gap under the roof decking and between layers of material allowing hot air to be released to the main attic area and to go out rather than being trapped in the vaulted area. The remainder of the attic was retrofitted with Super R Plus Radiant Barrier foil mounted to the bottom cord of rafters near the roof decking and included were the attic vertical walls. This project is worthy of recognition due to its use of two reflective products and innovative ideas maximizing comfort and energy efficiency.

**In the Metal Building Category, the winner is Isolant S.A.**

This project used the application of thermal insulation to an already built parabolic metal shed of a basketball stadium (from where emerged "Manu" Ginobili, player of the San Antonio Spurs). The stadium is located at Bahia Blanca, Provincia de Buenos Aires, Argentina, a city situated by the sea with low temperatures in winter (-5oC/23oF) and a regular summer with some days with temperatures in order of 35oC (95oF). The client mentioned problems with high temperatures in summer and very low temps in winter which additionally caused condensation dropping on the basket ball field. Being an existing roof, they analyzed along with the builder how to install their product, 10mm thick polyethylene foam with aluminum foil on both sides. For installation, first steel cords were fixed and tightened from the front to the back wall of the stadium separated by 60cm (24") one from another, according to the shape of the roof.



Once the cords were tightened, they proceeded to pass the first roll of insulation material perpendicular over these, along with the parabolic roofing. Each roll was fixed to the surrounding walls with a metal frame, first to a side of the stadium and once the rolls were tightened, fixed to the opposite wall. This was repeated until the whole surface of the shed was covered. Finally, the rolls installed were welded each to another. By doing this, they maintained a continuous vapor barrier all over the surface with no thermal bridges. Cords were tightened again and tied up to the metal structure of the shed every 5m in order to maintain shape. The appearance of the basket ball field changed dramatically getting much more luminosity, the condensation of steam disappeared and it maintains stable temperatures all year. This project is worthy of recognition because the installation had to be adapted to an existing structure and covering, the thermal requirements were fully satisfied with the R-value reached with the product and the 38cm air space, the dimensions of the building that required innovative installation techniques and roll welding, and the level of detail in the end result.

**Congratulations to our winners!** The following entrants will receive Honorary Mention Certificates for their entries:

**ESP/Low-E** for their residential entry of the Garth Callaghan Construction spec home using the Built Green WRV rating system utilizing Low-E tab, Econo-E and Low-E Slabshield.



**Louisiana Pacific (LP)** for their residential entry of a four-unit town home built by KB Home and Martha Stewart Living Omni media (Westport at Twin Lakes subdivision) in Cary, North Carolina using LP TechShield Radiant Barrier Sheathing and LP TechShield Radiant Barrier Foil.



**Foil Barrier Insulation** for their metal building entry of a manufacturing facility for a sports lighting company using Super R Plus 97% Reflective Foil Radiant Barrier.



**Polyair** for their residential entry of a research project that included two houses in Toronto, Canada using Polyair SuperCell FP, SuperCell FF, SuperCell UC and Flexotherm Vapour Barrier.

A great job to each of these companies for their excellent work and participation in this contest. Congratulations everyone!



## Association to Meet Next Month In Miami

The next meeting of the Reflective Insulation Manufacturers Association International will be held September 27-28, at the Doral Resort & Spa in Miami, Florida. Attendance forms have been distributed and were due in to the RIMA-I office by **August 26th**. Individuals can make room reservations by calling 305/592-2000; however, rooms are limited so additional rooms have been blocked by ASTM at the nearby Intercontinental Miami at 800/235-4670. Be sure to tell them you're with the ASTM group to get the discount rate.

All committees will be meeting on Saturday, September 27th, 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 Task Group, Code Review Task Group, I-RIMA, Public Relations/Marketing Committee, and Membership Committee. We have also added a "New Member Orientation" toward the end of that day and all new members and those interested in learning more about the association are welcome and encouraged to attend. This all-day event will conclude with a group dinner at Christabelle's Quarter. [\(See below for more information on Christabelle's Quarter\)](#)

*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 July. 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. An omelet chef will be on duty with a variety of items available to customize your perfect omelet. What better way to start your day!



Mario Medina

RIMA is also pleased to welcome guest **keynote speaker Dr. Mario Medina, Ph.D., P.E.**, who will be speaking on the topic of "Radiant Barriers: Experimentation and Simulatin Results". The presentation will focus on experimental and simulated results varying parameters, such as, climate, insulation levels, venting patters, and attic geometries.

Dr. Medina is associate professor in the Civil, Environmental, and Architectural Engineering Department at the University of Kansas. He also has an appointment in the Mechanical Engineering Department. He joined the faculty in 1998. Dr. Medina holds a Ph.D. in mechanical engineering with a specialization in thermal sciences. He has extensive experience in the modeling and experimentation of building components, including radiant barriers and building systems. His research involves the development and experimental verification of thermodynamic models used to study building energy dynamics (including those buildings with radiant barriers) and the thermal performance of building

mechanical systems. He has published over 35 technical articles in the area of building energy efficiency alone. He has written over 100 reports detailing energy conservation procedures from assessments in industrial manufacturing plants. He received an "Outstanding Service Award" from the Office of Industrial Technologies of the US DOE for work related to promoting energy conservation. Dr. Medina has been instrumental in securing over \$1.5 million in the form of research grants and contracts. Dr. Medina has been involved in the experimentation and simulation of the performance of attic radiant barriers since the late 1980's.

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

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





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

There will be a meeting on September 18th or 19th in Minnesota and at that time there will be an attempt made to have the new section added to plastics in chapter 26 of the Building Code. It will receive the support of RIMA International, Hughes and Associates, the chair from the meetings held earlier in Palm Springs, Marcelo Hershler and possibly others. To hear more about the code proposals and what we can do next, be at the Code Review and Technical Committee meetings on September 27<sup>th</sup> in Miami.

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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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***Retiring Board Members –***

The following RIMA International Board Directors' terms will expire at the end of 2008. They will be recognized at the upcoming RIMA-I meeting in Miami and present with a plaque acknowledging their contribution to the association and the industry. A special thank you to each of these gentlemen for their dedication and contribution.



David Drew  
LP Building Products



Dan Russell  
Innovative Insulation



Tom Miller  
ESP/Low-E

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## *A Special Night Out at Christabelle's Quarter -*



This is the story of how Christabelle's Quarter came to be...

Tucked away in Miami's vibrant Coconut Grove stands a tribute to the spirit of New Orleans – Christabelle's Quarter. In old New Orleans, a vivacious woman named Christabelle recognized the need for a place to unwind – a place to let go with exquisite cuisine, specialty drinks and exotic entertainment. Christabelle's opulent and flamboyant mansion became this place of retreat for the famous and not-so famous to escape from reality. Christabelle ruled her quarter with her huge heart and passion for entertaining, showing grand hospitality to anyone willing to accept it.

Today, the tradition of Christabelle's Quarter continues in a magnificent, three-story structure in Coconut Grove designed by the esteemed architect Carlos Perez da Costa. The structure, with grandeur architecture, houses an impressive hand-selected antique collection from around the world, highlighted by stain glass ceilings and windows designed by Pablo Velasco whose family studied art with the famed Pablo Picasso. Twenty different types of marble from around the world grace Christabelle's floor in delicate patterns and over 10,000 sheets of gold leaf were used throughout the building on its elaborate crown molding. Thirty-eight chandeliers ranging from 50- to over 200-years-old, together with 88 gas lanterns illuminate the ornate space where no expense was spared gathering rare antique collectibles and showcasing them in this intricately designed New Orleans-style row house.

The grand entrance of Christabelle's Quarter, framed with massive wrought iron gilded gates houses a custom 1000 gallon salt water aquarium and leads to the Bourbon area with a 60-foot custom hand-crafted bar from England with a honey onyx inlay. Dine on Cajun and Creole delicacies featuring Louisiana seafood infused with international flavors at the surrounding marble-topped tables that make up the first floor dining area.

A grand marble staircase leads guests to the sensual La Fayette with a second custom hand-crafted bar from England, this one with a green onyx inlay, serves as the raw bar. The stage hosts a bevy of live Blues and Jazz entertainers daily with intimate booths, tables or al fresco dining on the balcony. Ascend Christabelle's second staircase to La Boheme, a venue of its own, inspired by the colors and seductiveness of Moulin Rouge, at the top of Christabelle's Quarter, overlooking the magical hustle and bustle of Coconut Grove. Christabelle's most prized possession is an Aubusson tapestry from 1641 depicting a scene from Cleopatra's love affair with Marc Anthony. Guests will lounge and enjoy a cocktail followed by dinner - and perhaps dance the night away. Without a doubt, it will be a night to remember for all who attend!



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



### *50/50 Raffle!*

As you know, RIMA-I has conducted 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!!



## CHOICE HOTELS INTERNATIONAL

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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](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 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.



### ***Selling Your Business?***

A company is actively seeking the acquisition of a large manufacturer of reflective insulation, radiant barriers or related products. If you would like to talk with a possible buyer who has the funds to make the largest of acquisitions, please contact Charles Peterson, President of Fundamental Research, Inc. Phone – 712/225-5992.

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).