

September 2009

President's Letter –

As RIMA-I's members are maneuvering through business decisions that impact the future of their companies, RIMA-I's work continues for the common good of all membership. Committees are diligently working through their list of action items and implementing new procedures that move our association forward. Committee work is the key driver to the success of RIMA-I. All members are encouraged to get involved and volunteer for action items and tasks that improve RIMA-I's success. Volunteering for action items will improve your knowledge base while helping your own company grow. If you are not a working member of RIMA-I and desire to contribute more of your unique talents to the association, I encourage you to talk to one of the RIMA-I board members at the upcoming meeting.



The highly anticipated verification program is underway, and member companies are signing up. If you have not entered your products into the verification program, we encourage you to enter soon, as the process does take some time. The sooner you enter, the quicker your products can be verified and you can begin to use your unique verification number in the marketplace.

The building industry has gone through far worse economies than our current status, and we have survived. In the Twentieth Century alone, the U.S. witnessed two great wars, a dozen or so panics and recessions, and inflation that led the U.S. prime rate to 21% in the 1980s. Without fail, we've overcome them. Our current economic woes shall also pass, and there are already positive signs of improvement:

- Single-family building permits have increased four months in a row, and actual housing starts have increased five months in a row.
- The U.S. GDP contracted 6.4% in the first quarter and only 1.0% in the second quarter.
- The economy is still contracting, but at a lesser rate.
- New and existing home sales have stabilized and are heading up.
- Mortgage applications continue to trend higher.
- Homebuyer affordability is high, indicating (if consumer confidence improves) we could have much higher levels of home sales.
- Existing homes rose 3.6% to 4.89 million and increased in all regions.
- New homes increased 11.0% in June from an annual rate of 346,000 to 384,000 homes.
- New home sales increased 22.6% in the West, 29.2% in the Northeast and 43.1% in the Midwest; however, they declined 5.3% in the South.

RIMA-I's next meeting will be in Atlanta, GA. We have a unique speaker, Marc LaFrance, joining us this year. LaFrance is the Manager for Building Envelope and Windows R&D programs at the Department of Energy in the Office of Building Technology. He will prove to be a very informative speaker—one you do not want to miss!

Congratulations to the winners of the 2009 "It's about Saving Energy" building award. The winners will be presented during the general meeting on Sunday.

Mary and I look forward to seeing you in Atlanta! Kindest regards - Bobby Byrd, RIMA-I President



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

Association to Meet Next Month In Atlanta, Georgia

The next meeting of the Reflective Insulation Manufacturers Association International will be held October 17-18, at the Hyatt Regency Atlanta in Atlanta, Georgia. Attendance forms have been distributed and were due in to the RIMA-I office by **September 16th**. Individuals can make room reservations by calling (404) 577-1234. Be sure to tell them you're with the ASTM group to get the discount rate.

All committees will be meeting on Saturday, October 17th, 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, Code Review Task Group, Radiant Barrier Software Tax Credit Task Group, Verification Committee, 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 distributors 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 Two urban licks. [\(See below for more information about Two urban licks\)](#)

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. Some of the new business to address includes the election of new Board members to serve from 2010-2012 and discussion/review/approval of the budget for next year. Non-member guests interested in learning more about the Association are welcome to attend on Sunday. Invitations to several non-member companies were sent out in early August. 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!



Marc LaFrance

RIMA is also pleased to welcome guest **keynote speaker Marc LaFrance from the US Department of Energy (DOE)** who will be speaking on the DOE's Building Technologies Program and their vision to achieve zero-energy buildings (ZEBs) in America. His presentation will include next generation envelope and window technologies that are essential to achieve ZEBs. He also will provide an update on Stimulus Bill activity related to buildings and international outreach activities.

Mr. LaFrance currently is the manager for Building Envelope and Windows R&D programs at the Department of Energy in the Office of Building Technology. Prior to his current assignment, he worked at the Asia Pacific Energy Research Centre in Tokyo working on macro energy and economic analyses for the APEC region from 2000 through July 2002. His initial positions at the Department of Energy began in 1993 where he worked on the Codes and Standards program and the ENERGY STAR program. He also managed the Emerging Technology program that was responsible for commercializing the least cost, smallest, compact fluorescent light bulbs. Other achievements included the formulation of a team that won a 100 R&D Award for a low cost heat pump water heater. He began

his career with the Defense Department working on weapon systems and facility infrastructure at an R&D center in Newport, RI. Mr. LaFrance received his BS Degree in Mechanical Engineering in 1985 from the University of Massachusetts, Dartmouth and a MS Degree in Urban Systems Engineering in 1998 from George Mason University. He also is recognized as a Certified Energy Manager and a Certified Sustainable Development Professional by the Association of Energy Engineers. RIMA-I is honored to welcome Mr. LaFrance to join us in Atlanta.

[Find out more about things to do in Atlanta at www.atlanta.net](http://www.atlanta.net)



RIMA-I will once again present an educational session at the 2009 METALCON show being held October 6-8, in Tampa, Florida. The workshop will be held on Thursday, October 8th from 8:30 – 10 a.m. in the Tampa Convention Center and will be part of the regular educational program schedule. The seminar is entitled “**How to Save Energy Using Reflective Products and Hybrid Systems in Metal Buildings.**”

The need to reduce energy use in buildings has resulted in increased insulation requirements in metal buildings. The ever increasing demand for improved performance makes innovative systems involving combinations of technologies, hybrid systems, become a focus for innovation. This presentation will cover installation of reflective assemblies in metal buildings; the basis for performance of reflective systems; the basis for performance of hybrid systems; combinations of conventional materials in these systems; advanced systems and materials and how to estimate the reduction in energy use when using these systems.

The information covered spans from an introductory level to a technical level so no matter what your knowledge base, you will benefit from attending this workshop. To register to attend this workshop and for more information on the entire METALCON 2009 event, you can visit www.metalcon.com or call 800/537-7765. Space is limited, so be sure to register early.

Retiring Board Members- We Thank You



Bobby

Several RIMA Board members will be retiring at the end of 2009 after serving a two-year term in their respective positions. President **Bobby Byrd**, of RoyOMartin in Alexandria, Louisiana, will be completing his first term as President of RIMA-I. Bobby has been a great leader and an inspiration to the membership. His dedication and hard work have contributed greatly to the growth of RIMA-I and the industry.

Other officers completing their terms include Vice President **Robert Wadsworth**, of Innovative Energy, in Lowell, Indiana; and Secretary/Treasurer **Monty Millspaugh**, of Reflectix, Inc., in Markleville, Indiana.



Robert



Monty



Bill



Dan



Guy

Three Directors will also be retiring this year. **Bill Lippy**, of Fi-Foil Company in Auburndale, Florida; our Associate Member Director Dan Sullivan, of Dunmore Corporation in Bristol, Pennsylvania; and our International Director Guy Delcroix of KdB Corporation S.A. in Nantex France.

All these gentlemen will be recognized at the October RIMA-I meeting and presented with retirement plaques. Their commitment and the work they have contributed as members, Board members and committee chairmen and participants has been vital to the advancement of the reflective insulation and radiant barrier industries. We extend our many thanks to them for their dedication and generous efforts that have been a benefit to all industry professionals.

Second Annual “It’s About Saving Energy” Building Award Winners Announced!

RIMA International held the second in an ongoing award competition for projects utilizing reflective products constructed in 2008. The “It’s About Saving Energy” Building Award contest for 2009 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. Three judges (and one tie breaker judge) stepped up to the plate to take on the very difficult task of reviewing all the entries and selecting the winners. A special thank you to Naomi Panagapka, Steven Yializis, Dan Russell and tie breaker Ron Rado for judging this year’s contest. (Obviously, if we needed a tie breaking judge, this was a very difficult decision for our judges so great job to all those who entered 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 Atlanta, Georgia. Certificates of Honorary Mention will also be presented. The awards are as follows:

In the Residential Building Category, the winner is Reflectix, Inc.

This residence was built outside the city of Anderson, Indiana. The design goal of the home’s insulation assemblies was to utilize reflective insulation and radiant barrier to dramatically enhance the structure’s energy efficiency resulting in a higher level of interior comfort at reduced costs for heating and air conditioning. Within the home, there were four target areas that reflectives would be employed - cathedral ceiling, attic, exterior walls and on the outside of the structural wall panels (as a house wrap). Five locations within the home’s structure would include either a reflective insulation or radiant barriers. They are:



Cathedral ceiling - radiant barrier installed above the rafters, below the decking

Cathedral ceiling - Reflective insulation installed in the rafter cavity below the fiberglass and above the sheetrock.

Attic - Radiant barrier installed above the rafters and below the roof decking.

Wall/Exterior - Reflective insulation installed inside the stud cavity between the fiberglass and the sheet rock.

Wall/Exterior on the OSB Structural Panels - Radiant barrier installed directly to the OSB structural panels prior to the laying of the trick exterior.

This design is a testament to how the use of reflective products in conjunction with code building design can dramatically enhance the insulating performance of the structure as a whole. *(More photos of this project can be found on www.rimainternational.org)*

In the Metal Building Category, the winner is Prodex.

This project was done for the Sugar Cane Industry League Costa Rica (LAICA). The customer required its five acre (20500 m²) sugar storage to have a minimum humidity and temperature level. Sugar can turn brown when exposed to temperatures higher than 86 F (30° C) and can coagulate with high humidity levels. The ambient temperature at the spot is extreme and can easily get up to 100 F (38 O C) and humidity levels of a 90% can occur. In the mornings, when the outside temperature can be down to 50 F (10 O C) and the inside temperature of the storage is still higher, there will be condensation on the walls and this can damage the sugar. Controlling this size of storage in such environment by air-conditioning is nearly impossible. Imagine the energy costs. Our engineers recommended creating a total building envelope using AD10 (10 mm polyethylene foam with aluminum foil on both sides) in the roof as well as the walls, because AD10 has excellent properties as a vapor retarder (0.05 perms) and it



has a very high and constant thermal resistance. Those two characteristics will avoid the inside vapor from coming to its dew point and condensing on the walls. An extra added value of the AD10 is its firmness, which serves well as a surface finish in the roof as well as the walls. It was applied in a standing seam roof in such a way it created air chambers with convection for optimal thermal resistance. The rolls were attached together to create a continuous vapor barrier and thermal protection without thermal bridges. When finished, the project was evaluated and temperature measurements were done. The external temperature taken on various spots on the metal surface was 102 F (39 O C), the inside temperature on the surface of the AD10 was never above 82 F (28 O C). This year the client was visited again and it was found that the insulation was perfectly in place. The client was satisfied and there were no cases of coagulated or colored sugar. Prodex sales people and engineers made an excellent analysis of the client's needs, the material characteristics of AD10 were used to its maximum (thermal resistance, vapor barrier and firmness) and the thorough evaluation of the project showed that even in a gigantic storage, the Prodex product AD10 managed to tame the extreme outdoor climate to a satisfying internal climate and it avoided the use of energy to control the environment. *(More photos of this project can be found on www.rimainternational.org)*

Congratulations to our winners!

The following entrants will receive Honorable Mention Certificates for their entries:

Innovative Energy for their metal building entry of Arena Cartier municipal ice rink located in Lval (Quebec) utilizing Astro-Rink by Innovative Energy.



Foil Barrier Insulation for their metal building of an office/warehouse utilizing Tempshield Double Bubble two-sided Foil R-15 radiant barrier insulation.



Fi-Foil Company, Inc. for their metal building entry of the Iron Works Fitness Center in Hueytown, Alabama utilizing Fi-Foil's RetroShield(R) System installed by Energy Home Shield of Ocala, Florida.



TVM Building Products for their residential entry utilizing TVM Radiant Barrier.



Foil Barrier Insulation for their residential entry utilizing Super R Plus Radiant Barrier Foil.



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

RIMA-I's New Verification Program Is Taking Off!

RIMA International launched the new Product Verification Program for North America in July; and we are pleased to see so many companies already submitting their applications! A team of RIMA-I's industry veterans have worked diligently through the intricate technical details to provide members with this much needed voluntary product verification program. This is a well thought-out plan that will clearly reflect RIMA-I members as responsible leaders of the industry.

This program provides members an opportunity to set yourself apart from the rest. The RIMA-I office gets phone calls almost daily inquiring as to how to know which product to choose. From this point forward, those on the Verification list will be the first to be recommended followed then by all other association members. This program is a crucial and important next-level, value-added benefit for RIMA-I's membership, and all members are encourage to take advantage of this unique opportunity.

Application forms and program information were distributed, but if you need an additional copy, just contact the RIMA-I office. The verification process does take a little time, so the sooner you get your application in, the sooner you will be listed on our new Verification section on the RIMA-I website. If you are an international member, hang in there as we are in the process of finalizing the testing requirements now and will make this program available to you shortly as well.



Members will Jazz It Up at Two urban licks-

Members coming in for Saturday's meetings will be ending the day at special group dinner outing at TWO urban licks (www.twourbanlicks.com).

With a location that is hidden from first glance, diners would not expect an oasis in this revamped warehouse. TWO urban licks has been heating up the Atlanta restaurant scene with its "Fiery American Cooking" since opening in the fall of 2004.

Nominated year after year as Best Restaurant Scene and Best Place to Take an Out of Towner, it is no wonder that guests keep coming back for more.

The live blues that plays Tuesday through Saturday nights fills the bar with sultry vibes and electric beats. The courtyard with retractable roof and patio back doors that open to breathtaking views of the Downtown skyline allow patrons to dine al fresco. Floating fabric chandeliers, the trademark painting by Todd Murphy and the live rotating rotisserie are the eclectic pieces that pull together the warehouse's funky interiors. Plan to join in the fun Saturday night. We look forward to sharing this experience with you!



Golfers Play Wolf Creek Near Atlanta

Since 2001 Wolf Creek has earned a reputation as one of the toughest golf tracks in the Atlanta Metro area. The Mike Young Designed course incorporates both low flatlands holes, bordering many wetland areas, and holes with dramatic challenges. In the winter Wolf Creek is the only public course in the south metro area that overseeds all the fairways and tee boxes which is just one of the reasons why Golf Digest Selected Wolf Creek as the best courses.

Tee times will begin at 8 a.m. on Friday, October 16th. If you are coming to the meeting and would like to do some networking that morning, please contact the RIMA-I office promptly to be added to the roster.



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.



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 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 **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!!



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

TM

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 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 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.

