



REFLECTIVE INSULATION MANUFACTURERS ASSOCIATION

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FOR IMMEDIATE RELEASE
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RIMA Works to Address False Claims

In 2004, the Federal Trade Commission distributed letters to several companies in the reflective insulation and radiant barrier industries alerting them that they are reviewing marketing materials on the industry to see whether they comply with the requirements of FTC's Rule for Labeling and Advertising of Home Insulation ("R-value" Rule (16 C.F.R. Part 460) and alerting them to the penalties for violations of the rule. The Reflective Insulation Manufacturers Association (RIMA) was in full support of this action taken by the FTC and began their own efforts to address this problem.

RIMA distributed letters to all association members alerting them to the penalties and regulations. Other non-member companies that were in clear violation were contacted as well. RIMA is not a policing organization; however, in order to ensure that consumers and businesses utilizing these materials are aware of the true value and benefits of these products, RIMA is making every effort to make this issue public.

The FTC acknowledged and welcomed RIMA's efforts on this matter and a copy of their letter to RIMA is available on the RIMA website (www.rima.net) with direct access at the following link:

http://www.rima.net/pdf_files/FTCLetter.pdf

The letter includes detailed information on the FTC's Rule for Labeling and Advertising of Home Insulation.

Anyone concerned about a company making false or inaccurate claims on their products is encouraged to request test data from the company and check to make sure the testing was done by that company in accordance with accepted testing standards and on the exact product in question. For additional information or assistance regarding these issues, please contact RIMA at 800/279-4123 or via e-mail at rima@rima.net

The Reflective Insulation Manufacturer's Association is a group of dedicated people working together to propagate the knowledge and use of reflective insulations and radiant barriers. RIMA has been the major force in establishing fair ASTM standards for testing and installation procedures. RIMA welcomes all who are interested in promoting and directing the growth of the industry.

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