



Reflective Insulation Manufacturers Association International

DATE: March 2017

FOR IMMEDIATE RELEASE

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Reflective Insulation Fight Heat in March Issue of *Metal Architecture*

Metal Architecture magazine just released their March issue which includes a special Bonus Feature entitled "Reflective Insulation Fight Heat – Airspaces and Reflectors Create Thermal Resistance". The article includes discussion on High Resistance and Low Emittance, Reflective Insulations and Radiant Barriers, R-Value and Heat-Flow, Abundant Options, addressing various applications and uses, and includes excerpts from RIMA International's own *Myths and Misconceptions* article.

You can find the article online here - <http://www.metalarchitecture.com/articles/magazine-features/reflective-insulation-fights-heat.aspx> ; and you can see RIMA-I's full article on Myths & Misconceptions by clicking here - <http://www.rimainternational.org/index.php/myths/> .

Thank you to Christopher Brinkerhoff, Associate Editor at *Metal Architecture*, for preparing this article and for including the association in the development of this piece. If you have a specific questions or would like information on the reflective products industry, including radiant barriers, reflective insulation and interior radiation control coatings (IRCCs), please contact RIMA-I at rima@rima.net or visit our website at www.rimainternational.org.

The Reflective Insulation Manufacturer's Association International is a non-profit association comprised of dedicated individuals working together to propagate the research, knowledge and use of reflective insulation, radiant barriers and interior radiation control coatings. For additional information, please contact Executive Director Mary Edmondson at 800/279-4123.