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FOR IMMEDIATE RELEASE
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The Impact of Building Codes on Your Reflective Business

Whether you realize it or not, there are many competitors out there trying to eliminate their competition through the building codes. They are big and have deep pockets so for a smaller segment of the industry to survive, the only option is to work together.

? -Did you know that there are competitors trying to remove or prevent reflectives from being included in building codes?

? -Did you know that there are battles with several standard-setting bodies that RIMA International is actively fighting on your behalf?

? -Do you know how much opposition there is at the code hearings and the battle that is being fought to keep your products not only in the codes but correctly represented in the codes?

? -Did you know, if we do not continue to fight these battles, the industry will dissolve? Where will that leave you?

Codes are not an optional activity – they are vital and are the key to sustaining our industry; and that alone is reason to support RIMA International. There are many other benefits to membership as well. You can find an overview of these benefits here - <https://www.rimainternational.org/members/join/rima-i-benefits/> ; and we would welcome the opportunity to hear what business challenges you have and how your membership can work for you.

Together We Can Make a Difference

Because RIMA International knows how important the work we are doing is to every company in the industry, and because we know there are many businesses who could benefit if they could see for themselves all that membership has to offer, RIMA International is making a **special one-time \$1,500 progressive membership** available to those joining from now through the end of 2019. We are so sure that when you get involved and take advantage of all your membership benefits, you will decide your RIMA-I membership is a good investment of your time and money.

It is the perfect time to get involved and learn how RIMA International can help your business and join in this ongoing battle to keep reflectives in the building codes. Application forms are available here - <https://www.rimainternational.org/members/join/> and if you have questions or need more information give us a call at 800/279-4123 or outside the US - 785/424-7115. We look forward to welcoming you as a new member of the RIMA-I family and working together to protect and grow the reflective products industry.