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FOR IMMEDIATE RELEASE  
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## What is RIMA International Doing for You?

Take a moment to consider the reason there are so many trade associations serving so many industries. Whether you realize it or not, there are many competitors out there trying to eliminate their competition – and for the reflective industry, one very impactful way is through the building codes. Reflectives are a very small segment coming up against some very large competitors with deep pockets, so teamwork is key.

The Reflective Insulation Manufacturers Association International (RIMA-I) has created the Advanced Building Code Coalition (ABCC – [www.advancedbuildingcodecoalition.org](http://www.advancedbuildingcodecoalition.org)) to work hard on your behalf in the codes diligently protecting the reflective products industry. ABCC fights daily to keep your products in the codes; because otherwise, these products will be phased out and this industry will dissolve. Where will that leave you?

RIMA-I is not only active in building codes, there are many benefits available to members. From our Verification Program, to the International Reflective Insulation Manufacturers (I-RIM) Conference, our strategic alliance partnerships, technical research and code development, networking with experts and having a voice while being on the cutting edge of developments within your industry - RIMA International is all about you. If you're ready to join the team and work together to protect and grow the industry, RIMA-I has an offer for you.

Right now, you can join RIMA International and see for yourself how vital this family of professionals is to your business by taking advantage of a **special one-time \$1,500 progressive membership**. Application forms are available here - <https://www.rimainternational.org/members/join/> or 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. Together we will make a difference.