

**EIMA**



**ETICS Forum 2021**

**Stephen T. Sears, MBA**  
**EIFS Industry Members Association**  
**USA**



## Thank You

On behalf of the American EIFS Industry, EIMA is pleased to be invited to participate in this important event. EIMA and EAE are strategically aligned with some membership overlap, and many of the issues we face are ones you face too. We are pleased that our organizations have agreed to:

- Exchange visits on a bi-yearly basis
- Encourage exchange, training and information on building insulation, fire safety, new technologies, etc.
- Publicize each other's major events and achievements



## Who We Are

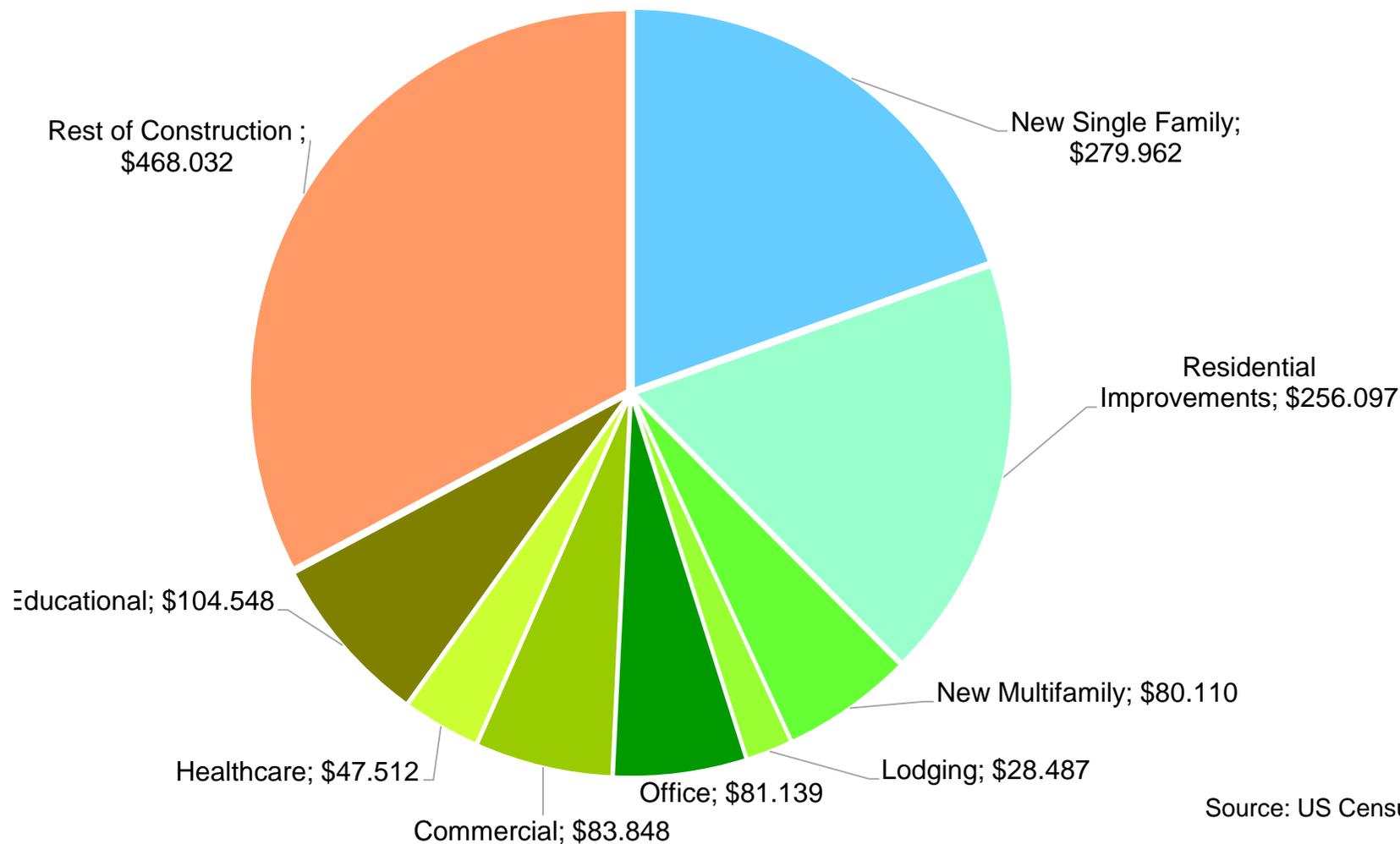
Established in 1981, the EIFS Industry Members Association is a not-for-profit trade association committed to advancement and growth of the demand for EIFS by accomplishing objectives which either cannot be achieved by individual members.

Specifically, EIMA supports the industry by

- developing consensus technical, training, installation, and design standards for use by architects, designers, code bodies and officials, and other technical associations
- monitoring and positively influencing government actions
- working to assure the long-term availability of qualified contractors
- providing other member services as appropriate

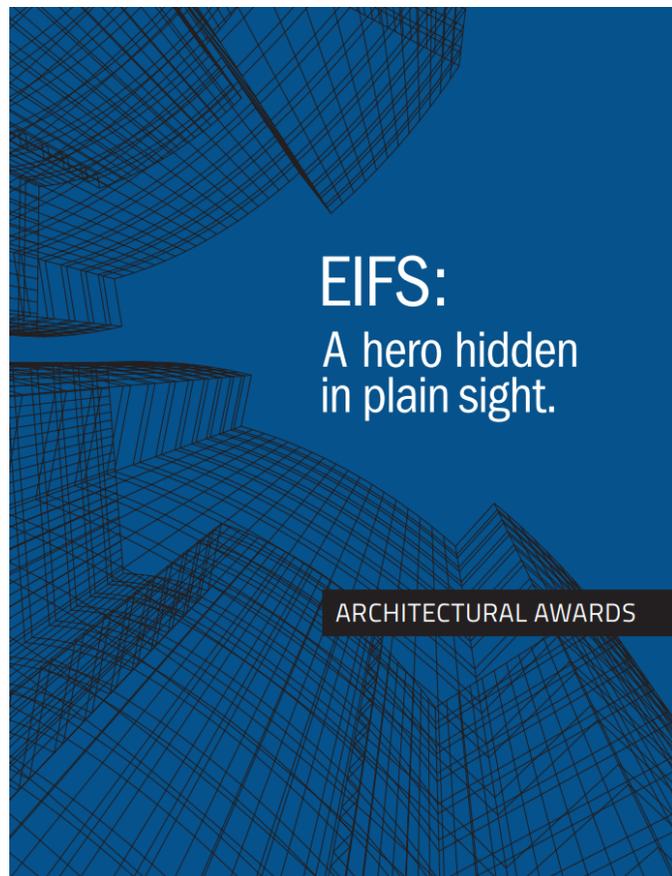
# 2020 Summary of the \$1.43T US Construction Market

Broken out in following investment segments (\$US in millions)



Source: US Census Bureau

## EIMA's Hero Awards Program is one of our best ways to get the EIFS message out to Architects and Designers



"The EIFS Hero Awards program is of great value to the EIFS industry and is a chance for EIMA members to show the entire design and construction industry the appeal of this best ever wall cladding," said Steve Smithwick of Master Wall, Inc. and EIMA's 2021/2023 President.

A total of 34 EIFS projects were entered into the 2020 awards competition. The jury created three different award categories, Honorable Mention, Award of Merit and Hero Award, and 18 projects were winners. Of the three Hero Award winning projects, one was awarded the prestigious "Hero of the Year".

## The Competition regularly has winning projects designed in accordance with Passive House principles



11 Crown Street - “EIFS Award of Merit” in the Residential Category

Owned by the City of Meriden CT, this passive housing project is located in the historic downtown section. Two different EIFS finishes were used, one mimicking brick, and the other limestone. The project is handsome and well-detailed, and its design fits well with the historic nature of the town.

This program is now in its fifth consecutive year due to the efforts of Laurie Joseph, EIMA’s Director of Communications.

# Given the Political Climate in the USA, One Area of Potential Mutual Interest is Encouraging EIFS to Curb the Effects of Climate Change



Administration [Priorities](#)

BRIEFING ROOM

## FACT SHEET: President Biden Sets 2030 Greenhouse Gas Pollution Reduction Target Aimed at Creating Good-Paying Union Jobs and Securing U.S. Leadership on Clean Energy Technologies

APRIL 22, 2021 • STATEMENTS AND RELEASES

*Building on Past U.S. Leadership, including Efforts by States, Cities, Tribes, and Territories, the New Target Aims at 50-52 Percent Reduction in U.S. Greenhouse Gas Pollution from 2005 Levels in 2030*

From [whitehouse.gov](https://www.whitehouse.gov) –  
“New Target Aims at 50-52  
Percent Reduction in US  
Greenhouse Gas Pollution  
from 2005 Levels in 2030”

## This Focus Could Expend to the Local Level Too

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Laws and actions will drive a nearly 30% additional reduction in greenhouse emissions by 2030 and spur tens of thousands of good jobs

From NYC.GOV -  
Laws and actions  
will drive a nearly  
30% additional  
reduction in  
greenhouse gas  
emissions by  
2030...

**Action on Global Warming: NYC's  
Green New Deal**

# EIFS' Energy Efficiency Performance appears to be receiving more recognition in the USA

## BUILDINGS

Marketing Subscribe Log

### Why This Multifamily Building Pursued Passive House Certification

September 11, 2020 | Janelle Penny



With EIFS, Park Avenue Green is modeled to use 45-50% less energy than a building of the same size simply built to code.

“Whether it’s Passive House or just highly energy efficient, these buildings are going to be our future...The way to reduce our carbon footprint is to make more efficient buildings or retrofit them to make them more efficient.” – Curtis Ginsberg, Architect

- With this momentum, we believe that there is real opportunity for EIFS in the future.
- Thank you for your time, and contact us at:

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