

Exterior Insulating Manufacturers Organize

Eight manufacturers form, join new association to improve new exterior wall building systems

The exterior insulated panel is a product whose time has arrived.

Increasing recognition of the economies available in using such a product for commercial, institutional, and industrial project exteriors—plus the understandable im-

petus of the oil/energy crunch—has produced an industry of almost explosive growth.

It has also produced a mini-industry sorely in need of ground rules regarding new product development, standards, testing, and the

other niceties which reflect a mature contribution to the construction process.

As a result, eight major manufacturers of exterior insulated wall systems have formed and joined a new organization to be known as the Exterior Insulation Manufacturers Association.

The new association—EIMA—was formed May 28, 1981, following a meeting of the manufacturers at the AWCI headquarters building in Washington, D.C.

Although the next six months will see the formal development of the new association, EIMA has progressed speedily. Mike Kirsoff, a Washington DC association executive, has been named Managing Director and offices have been located at 1000 Vermont Ave., N.W., Washington, D.C. 20005.

A formal organizational meeting was scheduled to take place in Washington, D.C. on June 30, 1981, at which time officers were to have been elected, and initial reports by a series of interim task force groups were to have been considered.

(This meeting took place too late for a report in this edition of CONSTRUCTION DIMENSIONS, but a full report will be included in the August edition.)

Dan Cota, President of Cota Industries, Des Moines, Ia., functioned as temporary chairman at the organizational meeting in May. Other representatives and their companies at the meeting who voted to join the new EIMA included:

Steve Day, Conproco Corporation, Hookset, NJ; Vincent Tamburini, ISPO, Inc., Waltham, MA;

Growth of a New Industry

That the manufacturers of exterior insulating wall systems should begin the movement of organization should come as no surprise. The industry is only 13 years old in North America—and growing swiftly.

Dryvit Systems, of Warwick, RI, was organized in 1969 to bring the concept of exterior insulating wall systems from Germany to the United States. The pioneering work was tough, slow but thorough.

As a totally new concept in exterior walls the idea was starting to catch on—and then came the oil/energy crunch. With energy efficiency in building providing a solid rationale, exterior insulating panelization slammed into old, conventional and accepted wall systems, e.g., masonry and brick, stucco, wood.

With a high potential, the industry attracted other manufacturers with technical competence—and the competition started in earnest. Unfortunately, the competition was characterized by some rather rough shod tactics which were more damaging to the exterior insulating industry itself than as a market condition to advance a new concept in exteriors.

Designers, architects and other buyers of construction services complained of an onslaught of manufacturers claims and counter claims, questionable promotion of questionable tests. AWCI's Technical Director Gene Erwin found himself inserted in refereeing activities. Bob Watkins, while President of AWCI, recognized along with Erwin that the exterior insulating industry was largely on a self-destruct course and urged the manufacturers to sit down with the idea of cleaning up their acts.

Erwin sounded out the prime manufacturers and suggested they think in terms of their own association, so the industry's components could advance the concept of the new wall system so it could and would compete with traditional systems.

In May, 1981, the meeting took place. Following a full day of discussion, the answer was "Yes—let's form our own association."

“Standards, ethics, testing, uniformity need to be done: That’s why we are forming an association”

Cliff Lewis, Insul/Crete Co., Inc., McFarland, WI; Fred Goeman, W. R. Bonsai Company, Norcross, GA; Gus Reifenrath, ISPO/Nu-Wall Stucco Systems, Inc., Phoenix, AZ; Jack Brennan, Sto Energy Conservation, Inc., Albuquerque, AZ; Doug Creed, Syenergy Methods, Inc., Cranston, RI.

Frank Morsilli, President and Chairman of the Board of Dryvit System, Inc., of Warwick, RI, attended the May meeting but he chose not to join the new association at this time, citing prematurity as his reason.

Morsilli took the position that Dryvit would continue to pursue industry goals within the framework of AWCI National Technical Committee’s Subcommittee No. 8—Exterior Insulating Plaster Systems.

“The formation of this association (EIMA) is premature,” Gencarelli told those attending the May meeting. “We all participate in Subcommittee No. 8 and we can iron out our differences there.

“Further, we can create industry standards under the aegis of the national technical committee. Then and only then, in my opinion, would it be worthwhile to form our own association.”

The Dryvit executive emphasized that he was not closing the door on his company’s participating in EIMA. For Dryvit, it was essentially a matter of timing.

Expressing the members’ attitude on organization now, Cota said, “All of these things—standards, ethics, testing uniformity—need to be done; that’s why we are forming the association.

“At this critical junction in our new industry, we feel it is important to speak with a unified voice to Technical Subcommittee No. 8, functioning as a single industry entity on technical points.

“By developing as a manufacturers association, we can provide for a response as manufacturers and thus allow contractors to develop



AWCI Technical Committee Chairman Jim Brunemann emphasizes a point, as Cliff Lewis, Insul/Cret, and Temporary Chairman Dan Cota, Cota Industries, look on.



Gene Erwin, AWCI Technical Director, listens to a point. Others shown are, left to right: Gus Reifenrath, ISPO/Nu-Wall; Steve Hasse, Dryvit; Fred Goreman, W.R. Bonsal Company, and Frank Morsilli, Dryvit.



As Jack Brennan, Sto Energy Construction Company (third from right) gestures to make a point, manufacturer representatives pay heed. They are, left to right: Doug Creed, SYenergy, Inc.; Steve Day, Conproco; Vince Tamburini, ISPO, USA; Roy Grancher, ISPO (partially hidden) and Frank Gencarelli, Dryvit.

“. . . we can create industry standards under the aegis of the national (AWCI) technical committee”—Dryvit

their own position as installers. We think that is a vital issue—and a major stimulus to EIMA now.”

At the May meeting, four Task Force groups were named to prepare the beginnings of an association program of work.

These Task Forces are: Systems Classification Group—Jack Brennan, Sto Energy; Gus Reifenrath, Nu-Wall Stucco Systems; Fred Goerman, W. R. Bonsal Company;

Code of Ethics Group—Dan Cota, Cota Industries; Mike Kirssoff EIMA Managing Director; Technical Group—Doug Creed, Syenergy Methods; Steve Day, Conproco Corp.; Vince Tamburini, ISPO, Inc., and Fred Goeman, W. R. Bonsal co.;

By-Laws Task Group: Cliff Lewis, Insul/Crete; Steve Day, Conproco