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FOR IMMEDIATE RELEASE  
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## Make Sure Your Reflective Product is RIMA-I Verified

The Reflective Insulation Manufacturers Association International (RIMA-I) has launched a voluntary **Product Verification Program** which allows member manufacturers the opportunity to take their product/business to the next level by having their products verified through RIMA International (RIMA-I) using a third-party accredited laboratory.

As a non-profit trade association, RIMA-I is dedicated to providing reliable information on the reflective insulation, radiant barrier and interior radiation control coating (IRCC) industries. The association launched this new **Product Verification Program** because so many business professionals and consumers alike wanted to know if the products they are purchasing met code standards would perform as expected.

This program identifies reflective products that have fulfilled and/or exceeded test requirements in accordance with the current applicable ASTM standards. Products will be classified in one of four categories: reflective insulation, radiant barrier, interior radiation control coating (IRCC) or facer materials. RIMA-I utilizes an independent, accredited testing and inspection laboratory that will determine if the product's physical properties comply with the appropriate standards. Technical data sheets, required testing documents as well as websites containing performance data will be cross-checked for accuracy. Once all products within a category have been approved, each product will be assigned a unique verification code (see attached – Sample Verification Logo.jpg) which the company can then use on their product, website, company literature, and other marketing materials. To ensure the validity of this verification, random testing is done annually. The verification process is currently available for products sold where US standards are used; however, RIMA-I's Verification Committee has ongoing discussions on ways to expand and enhance the program to be of benefit on a wider scope.

To see a list of currently verified products and learn more about the program, visit the association website at [www.rimainternational.org](http://www.rimainternational.org) and select the 'Verified Products' menu option.

*(The Reflective Insulation Manufacturer's Association International is a group of dedicated people working together to propagate the knowledge and use of reflective insulations and radiant barriers. RIMA-I has been the major force in establishing fair ASTM standards for testing and installation procedures. RIMA-I welcomes all who are interested in promoting and directing the growth of the industry. For more information about membership or the industry, please contact Executive Director Mary Edmondson at 800/279-4123 or visit us on our website at [www.rimainternational.org](http://www.rimainternational.org).)*