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FOR IMMEDIATE RELEASE
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Announcing Reflective Technology Seminar at ASHRAE 2021 Winter Conference

The Reflective Insulation Manufacturers Association International (RIMA-I) is pleased to recommend attending Seminar 86 “Use of Reflective Technology in Buildings” that will be presented at the 2021 ASHRAE virtual Winter Conference [February 9-11](#). The Seminar was organized by David Yarbrough of R&D Services Inc., with William Miller, University of Tennessee, and Som Shrestha, Oak Ridge National Laboratory, participating. The seminar was proposed through ASHRAE Technical Committee 4.4 - Building Materials and Building Envelope Performance. The Seminar consisting of three technical presentations which cover the use, evaluation, and benefits of reflective insulation, radiant barriers and low-emittance coatings. A comprehensive view of computer modeling of attic radiant barrier thermal performance will be an important part of the seminar along with recent research activity in the area of reflective technology.

The two-hour seminar will include three presentations:

- Overview of Reflective Insulation Technology – David Yarbrough, Ph.D., P.E., ASHRAE Member
- Computer Simulation of Attic Radiant Barrier Performance – William Miller, Ph.D., P.E., ASHRAE Member
- Evaluation of Radiant Barriers and Low-Emittance Coatings- Som Shrestha, Ph.D., BEMP, ASHRAE Member

RIMA-I supports and recommends this event. For more information on the ASHRAE Winter Conference, including program schedules and registration, visit <https://www.ashrae.org/conferences/2021-virtual-winter-conference> .

The Reflective Insulation Manufacturer's Association International is a group of dedicated people working together to propagate the knowledge and use of reflective insulation, radiant barriers and interior radiation control coatings (IRCCs). 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.