President’s Letter –

To Our RIMA-I Members,

I hope this letter finds you well and healthy. As you know, in our latest management update released to all of our members on April 1st, 2021, RIMA-I will have our Bi-Annual Membership Meeting on April 29th, 2021, at 1 pm CST via Zoom Conferencing Service.

Since the pandemic situation started back in March 2020, we learned and developed great skills on virtual meetings, letting us keep the association in a multi-task level with all our committee groups, achieving goals and putting a lot of time and effort in to return the benefits to your company and our industry. This next virtual meeting is a great opportunity to be updated and informed on what is going on and how much we are making progress on through every segment of our organization.

We also have two great speakers that you can’t miss. Kristin Bennett from High Performance Insulation Professionals (HPIP) and Jim Nowakowski from Interline Creative Group, Inc., RIMA-I’s official SEO and PR Expert. This Is great opportunity to learn about these organizations that RIMA-I is working with and how you might be able to take a more active role in the work we are doing with them.

That being said, I encourage everyone to attend this important meeting. For us it will be an honor to have you there and share all the committee and board updates with you. We are hoping to get back to our in-person meetings next fall. The on-site meetings are very important not only to have the contact and social activities, but each of our committees is more focused and productive at these meetings as well. We are anxious to get back to the normal way. If everything goes well, the next meeting will be held October 6-7 in Atlanta, Georgia. We will keep you posted with the information and decisions in the right time and situation, where we can assure that all will be safe.

That is all for now. I will see you at the Membership meeting April 29th. You will receive a Zoom link to access the meeting closer to the meeting time. Thank you for your attention. Please stay safe and healthy. Best Regards -

Sergio Luconi

New Board Members for 2021

At the end of 2020, following our Fall Membership Meeting, elections were held to fill two Board of Director positions. We would like to take this opportunity to welcome our two new Board members: Mike Boulding with Soprema, and Mark Lovan with Echo tape. Both have been very active within the association and their willingness to help steer the direction of the association for the benefit of each member is invaluable. Both were elected to serve as Directors on the Board for a two-year term from January 1, 2021 – December 31, 2023. Their voluntary act of service is greatly appreciated and is a key factor in the ongoing growth and development of the reflective products industry. Thank you!
New Members Since Last We Met:

In 2019 the progressive membership program was created with the belief that if companies could join the association and get to see first-hand all the work being done as well as have time to meet and network with peers, the value of membership would be quite clear. RIMA-I believes in the work we are doing and our efforts to get more companies involved is to the benefit of all. We are very pleased to welcome the following new members since our fall 2020 Membership Meeting. We look forward to seeing you all via Zoom at the April 29th meeting.

- **Airgreen, Ltd. (Ireland)** – Steven Clements  [www.airgreeninsulation.com](http://www.airgreeninsulation.com)
- **ACTIS (France)** – Maxime Duran  [www.actis-isolation.com](http://www.actis-isolation.com)
- **Metal Works Inc. (DBA - MWI Components)** – Philip Ramstack  [www.mwicomponents.com](http://www.mwicomponents.com)
- **H.B. Fuller** – Mike Moren  [www.hbfuller.com](http://www.hbfuller.com)
- **Adlam Films** – Ashley Riney  [www.adlamfilms.com](http://www.adlamfilms.com)

We are a company membership organization, so if there are multiple people from your company that wish to get involved, all are welcome. Additional people can be added to the contact list so each can receive updates and notices directly. Just send their contact information to the RIMA-I office at rima@rima.net. Welcome!!!

RIMA International extends a BIG **THANK YOU** to ALL our members for their involvement, dedication and support. We know each member contributes and is vital to this association playing an important role in advancing this industry. We would not exist without you, and you are greatly appreciated!

**UPCOMING MEETING DETAILS . . .**

**Spring Membership Meeting April 29th**

We may not be meeting together face-to-face in some beautiful hotel in one of our amazing cities; but for now, Zoom is the next best thing to being there. The COVID19 pandemic has challenged us to come up with new ways to keep business moving forward and to allow safe yet personal-ish contact.

The meeting will run similar to our typical membership meeting and be a reporting meeting for all committees so members can hear about all that is going on in your industry association and possibly be inspired to get more involved in areas of interest to you in the future. We recently announced a new relationship as an Ally with the High Performance Insulation Professionals (HIP) so we are going to be having a presentation by their Executive Director, Kristin Bennett. We will follow Kristin with our committee reports including a special presentation from our own SEO/Marketing expert Jim Nowakowski during our PR/Marketing/Membership Committee report.

We have welcomed several new members since our fall 2020 meeting, so we do hope everyone will attend. This is a great meeting to get an overview of all that is going on within the organization. I look forward to seeing you April 29th!

**Please Welcome Kristin Bennett**

Kristin Bennett has served HPIP (formerly BIBCA) for the past 20 years through the transformation of a BIBS-only trade organization to its current status as the industry’s only 501(c)3 certifying body. Kristin is the owner and founder of Nonprofit Resources, a management company that specializes in nonprofit operations top to bottom. The company holds a strong presence in the building industry, providing management services to clients such as RESNET, EEBA, HPIP, BHA to name a few.

In 2017, the HPIP Board of Directors identified the need to bolster weatherization as an occupation, and provide national unified certification for insulation contractors. The four-year journey has resulted in 3,000+ entry-level workers trained to date utilizing HPIP’s primary credential through the Department of Labor, and contractors across the US earning the national certification of **High Performance Insulation Contractor.**
The HPIP leadership team looks forward to the coming years as they further their mission *To Better The Insulation Industry*. To accomplish this, HPIP will work with manufacturers, contractors, and other industry nonprofits to provide system-neutral, inclusive training both online and at live workshops. We look forward to having Kristin as our guest speaker April 29th. For more information on HPIP, visit hpipros.org or email training@hpipros.org.

**Also Welcome Jim Nowakowski**

Jim Nowakowski is the President and Creative Director of Interline Creative Group. Jim has been involved in marketing and marketing communications for over 20 years. Prior to working at Interline, he served in a variety of positions in ad/PR agencies, including Creative Director, Account Supervisor and Copywriter. He also worked as a reporter for newspapers and taught English for a number of years before entering the advertising profession.

Interline’s strength comes from solving an array of problems for a variety of clients—far beyond what typical agencies do. Yes, we can publicize new products with print and electronic support, create ad campaigns, and design websites. But they also provide backup for overwhelmed sales forces, analyze market channels, develop sales leads, and tackle anything else clients need. A company that seeks to get value to the customer faster requires more capacity, especially because all companies now compete on time. Fast response necessitates efficient precision and more than excellent service: It requires experimentation, innovation and new approaches.

As the preferred SEO and Marketing team for RIMA International, we look forward to having Jim share some updates on the work his team is doing on the association’s behalf as well as what their company can potentially do for you, if so inspired.

**FALL 2021 IN ATLANTA?**

Although the future of on-site meetings is still very much a question mark due to the pandemic, the Board is looking ahead with positive hopes for the fall of 2021. The ASTM C16 meetings are scheduled for Atlanta, Georgia, in October; however, we don’t know for sure if they will be moving forward as planned just yet. The RIMA-I Board will be meeting in June to discuss the fall meeting and any updates from ASTM that may be available. There are some member’s whose companies still have travel bans so that would be something to consider for an on-site meeting as well. We will likely be reaching out to the membership for updates from their end to consider as the final decision is made.

We do not have a venue selected at this time, so with hopes of the vaccine being much more encompassing and available, we look to the fall with great hope. The dates if we move forward as planned will be October 6-7, 2021 in Atlanta, Georgia. As soon as a decision is made on location, we will let everyone know. For now, we hope everyone stays safe and healthy.

**IT’S TIME TO GET VERIFIED!**

The Reflective Insulation Manufacturers Association International (RIMA-I) has joined with ASTM International and their certification team and SEI (Safety Equipment Institute) to manage the RIMA-I voluntary product Verification Program. It was a logical partnership considering the program verifies reflective products meet ASTM standards and codes. Once a product has been approved, the verified product will bear the ASTM/RIMA-I Verification mark shown below, along with a unique code identifying each product’s country, company and product category.
RIMA-I launched the program in 2009 with the goal of emphasizing the importance of proper product testing and to help those purchasing product to know the product they’re choosing meets or exceeds ASTM standards. The structure of the program will remain the same under SEI’s management. There are five product categories: reflective insulation, radiant barrier, interior radiation control coatings (IRCCs) and radiant barrier sheathing. A third-party independent testing and inspection laboratory will review testing to determine whether a product’s physical properties comply with the appropriate standards. In order for a company to obtain approval on a category of products, all items within that category must be evaluated and deemed in compliance with current test standards. Technical data sheets, as well as websites containing test information, are cross-checked for accuracy. At this time, verification is only available for products sold/purchased in North America; however, this program is slated to expand to include other countries in the future. Membership in RIMA International is required; and there is a special progressive membership offer available for new members. Visit http://rimainternational.org/members/join/ for membership details. To apply for Verification, forms can be found on the Member Portal (accessible through the RIMA-I website) or you can reach out to Anna Seiple with SEI at aseiple@seinet.org. What are you waiting for?

**BUT WAIT THERE’S MORE . . .**

**Membership Campaign Continues Through 2021**

The value of RIMA-I membership is revealed time and again through all the hard work our members invest year after year. Your dedication and hard work are what has given this small organization and industry a presence and voice in arenas where reflectives could easily be overlooked. RIMA-I is always looking for ways to bring more members into the organization to help carry some of the load, and one way you could help is by sharing the discount membership campaign with others. Here is a brief promo you can use or pass along to give insight into this special membership offer:

Believe it or not, you can have an impact on the reflective products industry by getting involved with your industry trade association (i.e., RIMA International). The government also recognizes the importance of these non-profit working groups and, in turn, allows companies to **write off membership fees as a tax-deductible business expense.** RIMA International is also doing their part to **encourage companies to get involved by offering a first-year membership of only $1,500.** We are sure once you see all the work being done and get a taste of having your voice heard, you will too will become a life-long member of this dedicated organization.

You can find details on membership benefits at www.rimainternational.org or you can pick up the phone and call with your questions or to sign up today - 800/279-4123 (North America) or 785/424-7115. The association will hold their spring meeting in two weeks in Boston; and you are invited to be our guest. Our next meeting will be October 28-29 in Orlando, so if you can’t make Boston, mark Orlando on your calendar. There is strength in numbers; and together we can have a powerful impact on this industry. Next question - **What are you waiting for?** Join today! **Together we WILL make a difference!**

**WWW.RIMAINTERNATIONAL.ORG**

RIMA-I is working with Interline Creative Group to improve the website and you can help! Continual updating is one of the things that keeps our website active within the search engines. Members can assist with this by:

**Sending in Testimonials!** There are two types of testimonials we are looking for. One is a testimonial on membership – Why are you a member of RIMA-I? Would you recommend membership? What are some of the reasons you continue to support the organization? The other type of testimonial is product related. Perhaps you have customers that have written you about their building project and how reflectives has impacted their job in a positive way. The association ran a Building of the Year contest in years past and there were several great projects shared at that time, so we’re hoping you can take a moment to share those with us again.

**Linking The Logo!** Another way to help is to link the RIMA-I logo from your website to the association website. Members should all have the RIMA International logo on their websites, so a quick link to www.rimainternational.org is an easy way to boost visibility. If you don’t already have one, a high resolution .jpg of the logo is just a quick e-mail away. Request one now at rimainfo@rima.net.
Although we don’t promote any one product over another, there have been opportunities to share member news that is not product specific. If you have some news that we can share, we invite you to send it in. We recently shared about reflectives used in the Statue of Liberty, that was very well received. Be creative, and think of RIMA-I when you see somethings news-worthy we can share.

As the world becomes more and more reliant on social media and technology to find information, you have to have a presence to survive. One great way for RIMA International to have a social presence is to provide some educational information on You Tube. We already have a You Tube Channel that we had originally established for Platinum members but we are now wanting to open this up so we can truly help people learn about reflectives and how to use them properly. If you have a video(s) that meets that criteria, we want to hear from you. It’s a win-win for everyone, so let’s work together to get a great collection of educational videos out to the world!

Are You LinkedIn?

In case you are not aware, RIMA-I has two groups on LinkedIn we use for discussions, press releases and other announcements. One group is the RIMA International group, and the other is a broader discussion group for Radiant Barrier & Reflective Insulation.

We’ve made it easy for you to find both groups as there are links to these groups right on the RIMA-I website (upper right-hand corner www.rimainternational.org ). Put your cursor over the icon (like the one shown on the above) and a drop down will appear providing you links to each group.

We encourage you to participate in these groups and let others know of them as well. RIMA-I has several industry-related groups we post announcements in; and we are always watching for new ones to join so send us your recommendations as well. The wider the reach the better!

Getting New Members:
Incentives Can Really Pay Off –

As previously mentioned, a new member incentive program has been established to give existing members a $1,000 credit for each new member that joins RIMA International. This can add up quickly and go a long way to defray some of the costs of annual RIMA-I membership.

We took a poll in Orlando and almost every member indicated they know one or more companies that qualified for RIMA-I membership, so this is a GREAT time to get your associates to join the organization. Not only will it give the new member a good year to learn about and get involved with RIMA-I and all the various projects underway, but it will also start earning you fees to either pay toward the next quarterly payment or stash away for renewal for next year.

If you need assistance talking with any prospective members, let us know as we are always happy to help. There is membership information on our website at www.rimainternational.org (see the ‘Join’ button in the upper right-hand corner) along with descriptions of the categories, testimonials and application forms. We all know we are much stronger the more we work together, so let’s make bringing in a new member one of your top goals for 2020!

Have You Met R&D Services, Inc.?

R&D Services, Inc. has been providing testing and consulting services to insulation manufacturers since 1994. They are an accredited third part test laboratory (ISO 17025) and inspection agency (ISO 17020) by the International Accreditation Service (IAS). This accreditation qualifies R&D Services, Inc. to provide classification testing to satisfy ASTM specification and provide qualified inspection and follow-on testing required by organizations such as ICC-ES, CCMC and IAPMO. These qualifications and services can be viewed at www.rdservices.com.
R&D Services, Inc., is accredited for over 75 tests, including ASTM and CAN/ULC material specifications for reflective insulation, radiant barrier, IRCC, and many other insulation types. They also offer several non-accredited tests and have capabilities to set up unique testing applications based on client requests.

- Reflective Insulations
- Radiant Barriers
- IRCC Products
- HVAC Application
- Product Approvals
- R-Value Calculations
- Energy Star Approvals
- UV Exposure Testing
- Water Vapor Transmission
- Emissivity
- Hot Surface Testing
- Air Barrier Testing

ICC Business Products – Discounts for Member’s Only

This program offers members up to **50% discount** on manufacturer’s suggested list price on such products as computer supplies, printer sales and supplies, standard office supplies, printed forms, furniture and promotional products. There’s also a **2% rebate** at the end of the year, which can be taken as a check or credit onto your account. For more information on this special members-only program, contact Jess Ray at 800/547-2233.

RIMA International members can save at least 5-10% off the lowest rack rate with additional savings for seniors 50+ up to 30%. Additional benefits include:

- Upgraded rooms when available
- Free morning coffee and/or newspaper
- Complimentary continental breakfast at over 1,800 locations in the US
- Car rental discounts available
- Check cashing privileges with valid credit card companies
- Special corporate Toll-Free reservation number (800) 258-2847 and online reservations at www.choicehotels.com

*Individual corporate travelers can also enroll in Choice Privileges, which has been voted the industry’s best frequent stay program. Travelers can earn miles at participating airlines or points redeemable for free stays.*

RIMA-I members were sent Choice Hotel ID cards which you should carry at all times. Additional cards are available for employees, friends and family. Be sure to take advantage of all this program has to offer, and happy trails to you!