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FOR IMMEDIATE RELEASE
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Zoom in As Our Guest April 29th – RIMA International

Twice a year the membership of the Reflective Insulation Manufacturers Association International (RIMA-I) gets together to hear updates from all committees on all association activities during the bi-annual Membership Meeting. These meetings are typically held in conjunction with the ASTM International C16 meetings; however, due to the pandemic, meetings are being held via Zoom conference until such time as corporations lift travel bans and things return more to normal. On the bright side, this makes it easier for people around the world to join in and participate. This is a great opportunity for companies in the reflective products field to learn more about what your industry trade association is doing, which may inspire you to have a voice as well.

In addition to hearing all about RIMA-I activities, the agenda includes two guest speakers. RIMA-I recently joined with the High Performance Insulation Professionals (HPIP) organization to be an Ally with them on educating contractors. We are pleased to welcome Kristin Bennett from HPIP as our opening speaker to talk more about who HPIP is and what we as an association, and possibly how individual members, can participate in this education process. The more contractors know about reflective products, certainly the better for everyone in the industry. We look forward to welcoming Ms. Bennett and working with her organization.

A second guest speaker we are pleased to include is Jim Nowakowski from Interline Creative Group. Interline is RIMA-I's preferred SEO and marketing team, and we will be hearing an update on the work Interline is doing on behalf of the association as well as learn how Interline might be helpful to you and your business. The association has a wide range of members of various sizes, so having a marketing team that is familiar with the reflective products industry, is a big bonus. Join us on the 29th to learn more.

Attendance is **FREE**; however, **guests must register in advance (by April 23rd)** to receive the Zoom link to participate in the meeting. To sign up, contact the RIMA-I office at rima@rima.net and mark your calendars now for **1 p.m. (CST) Thursday, April 29th**. We look forward to seeing you!

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.