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FOR IMMEDIATE RELEASE
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New Year – New Thinking – New Opportunities

As we continually adjust to the issues going on in the world today, we are looking for new ways to succeed and overcome challenges. As the saying goes, “A cord of three strands is not quickly broken,” and what wise words, indeed! Teamwork is the way we overcome, and that’s exactly what membership in your industry organization is all about. Working together is more important than ever before, and the Reflective Insulation Manufacturers Association International wants everyone to have the opportunity to see what a difference that can make.

The association has changed its membership fee structure to allow new members to join at a significantly discounted rate for the first year so they have time to participate in association activities, learn about all the committees are doing, and seeing first-hand what impact this partnership can do for their business. One area that is of particular importance when it comes to teamwork is representation within the building codes. The reflective insulation, radiant barrier and interior radiation control coating industries (IRCC) are small fish in a very big pond – BUT – the more participation, the bigger the impact. Not only will you stay informed on what code changes will impact your business, but members have a voice in how we represent and defend the industry at code hearings. This is the type of teamwork that brings success for the industry and your business. Win – Win!

In addition to codes, there are many benefits to membership including access to our Verification Program. This program is growing even more now that ASTM International and their certification team at SEI have joined the program. Our Strategic Alliance Committee is also working to unify energy rating software to provide accurate and consistent results and develop new relationships along the way. There are unique educational opportunities as well, including webinars presented by industry experts and participation in the International Reflective Insulation Manufacturers Conference (I-RIM Conference), which is targeted for Italy in 2023.

This is just a taste of what membership and working together can do for you. For more information, call (785/424-7115) or e-mail us at [rima@rima.net](mailto:rима@rima.net); or learn more online at - <https://www.rimainternational.org/members/join/>. Let’s work together to protect and grow the reflective products industry. Together we DO make a difference.