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## How Do You Shop for Reflective Products?

Once you decide to add a radiant barrier or reflective insulation to your project, the next logical step is finding the product that will work best for you. But shopping is a challenge because if you're not knowledgeable about how the products work, the good things you see advertised – even if they are factual – may not be the information you need.

So how do you shop for reflective products? You can reach out to several companies to compare prices and ask about their product, but what else should you do? Your two best options begin with contacting the Reflective Insulation Manufacturers Association International (RIMA-I). RIMA-I is the only non-profit trade association serving the reflective products industries since 1978. They don't sell product. They do research and educate on behalf of the industry. They are here to help you.

Option 1 for finding the right product is to get the list of required and recommended tests from RIMA International for the type of product you're looking for. You will be advised to request the required tests from the dealer or contractor you are working with. Once you get the tests, make sure they have been conducted by an accredited laboratory, and make sure the product name is on the actual test. You'll want to do this for each product you're researching before you ever start to compare costs. Yes, it is time consuming and tedious, but this is the way to protect yourself if you're searching on your own.

Fortunately, RIMA-I is here to help you with this process. They have developed the Verification Program that does all the leg work for you. Manufacturers can voluntarily ask RIMA-I to verify their products to give their customers that added assurance their products are going to perform as expected. The program not only reviews test data, but technical data sheets, website and literature content and any marketing materials that include product claims. If there are issues, the manufacturers are informed on those issues and do not become "Verified" until all requirements are met. Note, this type of accountability speaks volumes about the manufacturer and their product(s). These are the manufacturers that believe in their products and take that extra step of accountability on behalf of their customers.

In 2019 ASTM International (American Standards for Testing & Materials International) teamed up with RIMA-I to help get the word out and help those searching for reflective products find quality products that perform. Working together, RIMA-I and ASTM continue to improve upon the program offering more benefits to both manufacturers and consumers. If you are interested in learning more about reflective products and the Verification Program, use the code below or visit us at [www.rimainternational.org/verify](http://www.rimainternational.org/verify).

