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FOR IMMEDIATE RELEASE  
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## **RIMA International Members – Expect the Best**

As anyone who has ever shopped for something of value knows, it's important to choose the product carefully so as to ensure you are getting the most from your investment. When shopping for reflective insulation, radiant barrier and Interior radiation control coatings (IRCCs), using a company that makes a formal commitment to adhere to the highest principles of honor in their business and is willing to put themselves in front of their peers to be held to that standard, is the right company to choose. Who are these companies? For this industry, those companies are members of the Reflective Insulation Manufacturers Association International (RIMA International/RIMA-I).

RIMA-I is the only worldwide trade association representing the reflective insulation, radiant barrier and IRCC industries. It is a reliable resource of information for consumers and building professionals alike because their work is based on years of ongoing in-depth testing and research. The association does not sell product, so their interest is solely to get the right information into the hands of those who need it. They work diligently within the building codes and have contributed to and developed codes to better test these products and provide information that will improve the industry.

RIMA-I has partnered with ASTM International and their certification team at SEI on their Product Verification Program. This program was developed to take the legwork out of shopping for these products and provide reliable assurance that their Verified Products meet or exceed the standards for the industry and can be relied on to perform as marketed. RIMA-I also holds an international conference to share information with other countries around the world and to keep the lines of communication open, since the US has the most extensive research for these industries. And this is just the beginning.

That is why anyone looking to learn about, and possibly purchase, reflective products should be reaching out to RIMA International and to the companies that support his important work. These companies are stepping up and contributing time and money to the ongoing technical research and educational efforts, to continually finding ways to improve the industry and each of their products and bring to light any false or misleading information, and working together to address them. In spite of being competition, these companies know the importance of these efforts; and that is why their tagline is "Together we DO make a difference".

If you're interested in learning more about RIMA International, visit [www.rimainternational.org](http://www.rimainternational.org). To see a list of Verified Products - <https://rimainternational.org/verify/> and to meet the companies that support this organization and maintain this impeccable level of professionalism and knowledge on behalf of the industry - <https://rimainternational.org/members/manufacturers/>. If you're interested in learning how to become a member, you can visit <https://rimainternational.org/members/join/> or write us at [rima@rima.net](mailto:rima@rima.net).

