

President's Letter –

Dear RIMA Members,

A new year always brings new changes, and the key is there being more good changes than bad. So far 2026 is off to a good start. Nothing monumental, but positive nonetheless.

Despite a challenging 2025, forecasts for 2026 predict a modest increase in single-family home building and sales, driven by easing mortgage rates and improved builder confidence. Rates are expected to remain above 6% throughout 2026, with various forecasts indicating a range of 6.18% to 6.3% for the average 30-year fixed mortgage. This marks a slight decrease from the previous year. The size of homes is also decreasing, due to affordability and changing buyer preference. Homebuilders are adapting to these trends by designing more efficient and flexible homes.

There's good news within the codes as well. The international standard for reflective insulation (ISO 21239) is now officially published. This is a milestone for the industry, establishing a unified global framework that will facilitate market expansion into Europe, Asia, and Africa.

Within ICC / IECC RIMA has successfully defended the major advancements secured in the 2024 code, including critical emittance definitions and airspace language. Our team is currently influencing the public comment phase for the 2027 draft to prevent any "backstop" requirements that could disadvantage reflective products.

ASHRAE will split Standard 90.1 into two paths for 2028: "Cost-Effective Efficiency" and "Net-Zero." RIMA is participating in these workgroups to ensure reflective technology is fairly represented in future net-zero designs. RIMA also helped halt Addendum BK, which sought to mandate heat pumps as the primary heat source, protecting the market for envelope-based efficiency.

Dr. Miller is modernizing the tools engineers use to accurately calculate radiant barrier performance through AtticSim (C1340). RIMA is also pushing to integrate NFPA 286 fire testing into the ASTM C1224 standard. This is a vital step for life-safety code compliance for foam-core products in schools and hospitals.

Zooming in close to home, RIMA will be launching a new logo and a new look for 2026. We've introduced it to you here in this newsletter and we're working on a re-design of the website that we plan to launch shortly.

Our Verification Program continues to expand adding a sixth category for duct applications, which is now available for anyone interested in applying. New flags (designed with the new look/logo) were created for each verified member to be used at trade shows that include a QR code guiding people to RIMA Verified Products.

The "Introduction to Reflective Technology" course was presented at the recent NFBA Conference as well. It was well received and had great attendance. We hope to do it again in the fall for Metalcon (application pending).

The International Conference in Baveno, Italy, had several excellent speakers, as usual. The hope to grow participation continues and likely includes venues much more easily accessible.

Many of these topics will be discussed at our upcoming working meetings being held March 26-27 at the Hyatt Regency in downtown Dallas, Texas. There is still time to register and let your voice be heard. You don't realize the power of your presence until you attend, so join us in Dallas and let's get to work making 2026 our best year yet.

Bobby Byrd

NEW YEAR – NEW LOOK



I think the words on everyone’s mind are . . . **It’s About Time!**

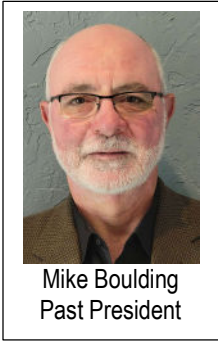
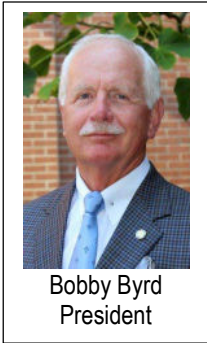
We have been anxiously awaiting the launch of the new logo and the soon to be revealed new website design. With the updates in the works, we wanted to start here and share the logo with all current members so they can start incorporating it in place of the old RIMA logo when you’re ready. Once the website is completed, we will do an e-blast announcement and press release to share the news with everyone. In the meantime, we invite you to share any ideas you may have on changes we should consider with the website. The team is working on updating the look, but if there are items you’d like to see changed/added, now is a great time to share.

We hope you like the new look and RIMA will continue to work to serve your professional needs and put your membership to work for you. **TOGETHER WE DO MAKE A DIFFERENCE!**

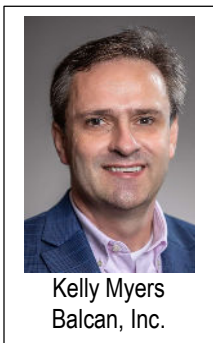
RIMA’s Board of Directors for 2026

At the end of 2025, elections were held and new board members/terms were confirmed. Please meet your 2025 Board of Directors:

Executive Officers & Past President:



Directors:



Meeting Format for Dallas

Thursday, March 26th – New Member Orientation - 8:45 a.m. Committee meetings from 9 a.m. – 5 p.m. Hosted Cocktail Hour at 6 p.m. - Group Dinner at 7 p.m.	Friday, March 27th – Full Membership Meeting - 8 - 10 a.m. Catered Brunch 10 – 11 a.m. Guest Speaker – TBA
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Plans fail for lack of counsel, but with many advisers, they succeed.

2026 Spring Meetings in Downtown Dallas



RIMA International will be meeting immediately following ASTM C16 for the Spring 2026 working meetings, which will be held March 26-27 at the Hyatt Regency Downtown. Attendance forms have been distributed and are due in the RIMA-I office by **March 13th**. Individuals can make sleeping room reservations by using the reservation link on the RIMA-I website (under News/Meeting/Misc. - Meetings), which will take you directly to our room block. **If you are booking your room within 30 days of the meeting, you will need to contact the hotel directly to request the group rate as the room block will have dropped and rooms will be offered on a space available basis.**

If you are new to the association, our in-person meetings are vital to the work the association is doing. There are great ideas generated when everyone is face to face without distractions, so **all members should plan to attend**. This is also your opportunity to have a voice in the work your industry association is doing, which is not only a great benefit of membership, but a great contribution to the industry as well. Don't miss the opportunity to get involved and let your voice be heard.

It's also important to include great social activities with this event, so come to network and get to know, share and learn from the people that can best relate to and understand your professional challenges. (See *additional details below*)

Social Events are Great Networking Opportunities



our Courtesy of . . .



wouldn't be complete without some great social time. Cocktail hosts Fi-Foil Company are starting the evening off right with a complimentary happy hour. Attendees and guests can mix and mingle during this relaxing end to a long, productive day. **Thank you to our sponsor. You can learn more about them at www.fifoil.com.**

Dinner to Follow

The Operators Club, located in the West End's historic Coca-Cola Building is home to over a century of hard work. In 1908, this building helped spread the cheer of the Coca-Cola name. Whether filling bottles, lifting crates, or delivering joy, the spirit of these past workers runs deep. The Operator's Club continues that long tradition creating fresh plates straight to your table. Chris Bohn & his passionate team strive to give you the best of locally sourced ingredients in every flavorful dish & cocktail! With top quality food, service and venue, the evening's event will be one to remember.

If you have business associates that you think should attend and get to know RIMA, they are welcome. Contact the RIMA office to get them registered or to provide contact information for staff to reach out. Come one, come all!





You Have Great Influence – Use it!

What better way for non-members to learn all that RIMA International is doing than by attending these working meetings. The RIMA-I office sends out e-mail invites, **but the majority of our guests typically come from members taking the time to invite them**. We encourage each of our current members to **invite at least one company to come as a guest**. Guests are welcome to participate in all group meetings and activities **FREE!** **Guests do need to register in advance** (by March 10), so contact the RIMA-I office (rima@rima.net or 800/279-4123 or 785/424-7115) or use the guest registration form on the RIMA website to register.

New Membership Campaign for 2026

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 contribute to the work and, in turn, allow us to expand into more areas of the industry to the benefit of all. RIMA's new Introductory Membership offers new members a 50% discount on their first year of membership.

This discount membership is a great opportunity to start up a conversation with other manufacturers, private labelers and suppliers and invite them to come on board and work together on the issues that directly impact their business. Membership in your industry trade association is a tax deductible business expense because even the government knows that when companies come together, they get things done. A cord of three strands is not easily broken, and an association with a strong active membership has no boundaries!

TOGETHER WE DO MAKE A DIFFERENCE!

Did You Know?

- **There's a New Category in Verification** – The committee just finalized and added the 6th category to the Verification Program, which is also the first application category. The new category is for duct applications. If you are interested in applying for this new category, forms are available now.
- **There's a New Member/Guest Orientation in Dallas** – If this is your first time attending a RIMA-I meeting, we want to make this as seamless and productive as possible for you, so we're inviting you to join us at 8:45 on Thursday morning for an informal introduction. We want to meet and welcome you personally and go over how the meetings work so you feel comfortable asking questions and participating in discussions. We also want to answer any questions you may have. There is no official dress code, but most will be in business casual. We want you to take an active role and get the most out of your time there. We look forward to seeing you there!
- **There is a Distributor Membership Category** - As the committees work to launch the training course that was initially called the Distributor Training Course, at the Fall 2025 meetings, the Board approved the (re)creation of a Distributor membership category. The category is now included on the applications on the RIMA website. Once the training course, now called **Introduction to Reflective Technology**, is available and people complete the course, members who successfully complete the course will be added in a special section of the website recognizing they are trained in reflective technology. Members are welcome to encourage their distributors to join now so once the course is available, they will be the first to know and have access.
- **Members can Earn Incentives** – It's such a simple thing to invite non-members to a meeting, but doing so could yield great reward. Did you know, RIMA-I offers members incentives that pay a **\$1,000** toward your annual dues or Verification renewal **for each new member** that joins RIMA International. This can add up quickly and is a win-win for everyone. The more members involved, the more we can accomplish. There is membership information on the website at www.rimainternational.org (see the 'Join' button in the upper right-hand corner) including descriptions of the categories, testimonials and application forms. **So, help us get the word out and invite those companies that should be involved with RIMA-I to join us in Dallas.**
- **RIMA Has Groups on LinkedIn** – In case you are not aware, RIMA-I now has THREE groups on LinkedIn we use for discussions, press releases and other announcements. One group is the **RIMA International** group, the second is a broader discussion group for **Radiant Barrier & Reflective Insulation** and the third is our **2025 I-RIM Conference (Reflective Insulation Manufacturers Conference)**. There are links to these groups right on the RIMA-I website (upper right-hand corner)

www.rimainternational.org). RIMA has several industry-related groups we post announcements in; and we are always watching for new groups to join, so send us your recommendations as well. The wider the reach the better!

- **Linking The Logo!** Another way to bring more awareness of the industry and RIMA International is to link the RIMA-I logo from your website to the association website. 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 rima@rima.net .

For Discussion in Dallas:

VERIFICATION – The main topic of conversation will be the printing of logos on products in order to allow private label distributors to participate.

PR/Marketing/Membership – Main discussion topics include the new logo/look for RIMA including promotions and announcements. The Introduction to Reflective Technology course will be discussed and a date to launch the first webinar. Trade shows to present the course on reflective technology will be discussed as well as opportunity to promote RIMA and our verified companies/products. A review of the recent NFBA conference presentation will be discussed.

Technical and Codes – Codes and Technical are now one and also include the former Strategic Alliance Committee. Ongoing issues will be addressed such as the status of the AIA course update as well as the creation of a new 3 hour expanded course. Updates on all code activities will be addressed.

INTERNATIONAL COMMITTEE – The 2025 conference in Milan will be reviewed and notes made for future event. Discussion on future events will take place as well.

NOTE: These are brief overviews of the topics to be discussed. A full agenda has been distributed to all members.

You Should Know 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 up to 10% off the lowest rack rate with the Business Essentials Program at any of their 6,400+ properties nationwide. It's simple - <https://www.choicehotels.com/?clientid=00900560>



Book online.
Use this dedicated link ([click here](#)) or visit ChoiceHotels.com and use Client ID Number **00900560** when booking.



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Book on the go.
Download the Choice Hotels® mobile app for fast, easy booking wherever you travel.

Use it for personal and business travel and get even greater benefits when you sign up for the Choice Privileges Rewards program.

Member Corporate ID #00900560

Happy Trails to You!

For more information on RIMA International or any of the topics contained in this newsletter, visit our website at www.rimainternational.org, call 800/279-4123 or e-mail at rima@rima.net.

