



# THE CHOICE

Sustainable and performance-based for the modern designer

The EIFS Council of Canada Newsletter

February/March 2012 – Issue 1

## President's Message

Dear Friends and Members

Welcome to the inaugural edition of **THE CHOICE**, ECC's bimonthly newsletter! The name arises from our industry's growing position as the cladding of choice in this energy efficient and green building environment.

As there is a lot of happening, we have created this newsletter to keep our friends and membership up to date with new initiatives, media coverage and upcoming events. We are fully devoted to expanding ECC's industry and

public knowledge. By broadening awareness, we've started along a path that will increase market share for everyone's benefit. Equally important is creating a platform to share ideas among friends and members and amplify our work to get our story out to the development and building industry.

Articles in this edition you'll find beneficial include:

- In The News: A list of media interactions that we have already had. Expect more!
- EQI on the March: Coverage of our EQI program that is growing across the country.
- The EIFS Conservation File: A column summarizing EIFS' energy story.

- Technical Section: Three new important technical updates
- Upcoming Events: ECC and industry events to be aware of and participate in.

This is your newsletter. Please provide your feedback and interest for content for upcoming issues. Also send along your stories and perspectives. It's an important part of our collective effort to significantly advance EIFS in the marketplace.

**John M Garbin**  
President/CEO  
EIFS Council of Canada  
& EIFS Quality Assurance Program Inc

## In the News

ECC is reaching out to traditional and social media in the construction sector and beyond. Expect accelerated activity in 2012. Please note our current coverage:

ECC Media Release: EIFS Council Rolls Out Quality Assurance Program Across Canada, December 13, 2011. [Click here.](#)

ECC Media Release: EIFS Council Holds Largest Certification Event in North America, January 3, 2012. [Click here.](#)

ECC on Social Media: Visit us on twitter for a stream of updates and conversations. [Click here.](#)

Coverage in Journal of Commerce: EIFS Council of Canada unveils new quality assurance program. [Click here.](#)

Coverage in Construction Canada: Expanding EIFS quality across the country. [Click here.](#)

Coverage in Construction Canada: Reducing Energy Consumption with Continuous Insulation. [Click here.](#)

ECC Media Release: EIFS Council Accelerates EQI Certification Program Across Canada, February 7, 2012 [Click here.](#)

## EQI on the March

### EIFS COUNCIL HOLDS LARGEST CERTIFICATION EVENT IN NORTH AMERICA

The EIFS Council of Canada's (ECC) industry-leading EIFS Quality Assurance Program (EQI) recently held EQI Technical Review Manual (TRM) review and EQI exam sessions in Toronto, with more than 180 EIFS Mechanics, Manufacturer Reps and EQI Auditors participating. Well over 625 individuals have participated in similar sessions held across the country to date.

Throughout 2012, the ECC will broaden the influence and impact of its industry-leading EQI across the Canadian construction sector. This ongoing roll-out and groundbreaking effort is in keeping with the construction industry's growing commitment to sustainable and performance-based design and builds on EIFS' current position as the "cladding of choice." The EQI is the first certified quality assurance program for any cladding system in North America. The large number of registered participants across the country shows conclusively that there is an EQI groundswell of acceptance from all industry stakeholders.



## The EIFS Energy File

Mandatory energy efficiency measures for commercial and residential buildings will be included in national, provincial and municipal building codes. The 2012 Model National Energy Code of Canada for Buildings (MNECB) will stipulate an overall heat transfer coefficient (i.e. U-factor) founded on specific location. These new energy codes will be positive drivers for EIFS!

Consider these additional “macro” conservation-oriented construction trends that will drive up EIFS consumption for new construction and retrofits:

1. Energy costs will continue to rise over time.
2. A flat economy will drive corporate cost controls and more frequent energy efficiency reviews.

3. The real estate sector is promoting green initiatives in new home construction and retrofits.
4. Increasing numbers of commercial and residential builders are adopting higher standards of green building.
5. Utilities and provincial governments will likely expand incentive programs for the commercial and industrial sectors to reduce peak period electricity load.
6. “Conservation” financing and mortgages will be offered by banks and financial institutions.
7. You will hear more debate about conservation, peak consumption, energy independence and energy security at the community, provincial and national levels.

EIFS related compounding trends that will drive up demand:

1. EQI professionals are positioned to ensure Canadian ULC S-716 Standards are met, when mandated by code.

2. Growing numbers of EQI certified professional organizations across the country will confidently bring a higher profile to EIFS.
3. Trend setting North American clients - big box retailers expanding into Canada - will mandate EIFS based on long standing good experience.
4. Regional EIFS champions will emerge.
5. EIFS enables sustainable design.
6. More Canadian towns will adopt EIFS for new and restored streetscapes, gateways and downtown retail cores. EIFS delivers a dramatic range of finishing options and esthetics.

ECC members: EIFS manufacturers, distributors, component suppliers, contractors, building science/design consultants, affiliates and financial services companies will lead this charge.

## Technical Section

We are pleased to include the following updates on three significant ECC initiatives:

Canadian EIFS ULC S716 Standards, EIFS Practice Manual, and EIFS Building Code Update.

### Canadian EIFS ULC S716 Standards

Excellent progress is being made with the new ULC S716 EIFS Standards. With the sponsorship and participation of the EIFS Council Canada (ECC), the ULC S716 Task Group has completed three standards covering materials, installation and design. These standards have been accepted and published by ULC Standards and are in currently in effect. Two new initiatives are now underway. The first is to have these standards listed in the next publication of the National Building Code in 2015 and a Canadian Code Centre Task group is reviewing them now. The second exciting development is that the new Canadian EIFS standards have

been proposed as an International ISO standard for EIFS or ETICS, as EIFS is called in other parts of the world. These vital EIFS Standard milestones would not have been achieved without the funding, participation and push of the EIFS Council of Canada. The ECC is currently

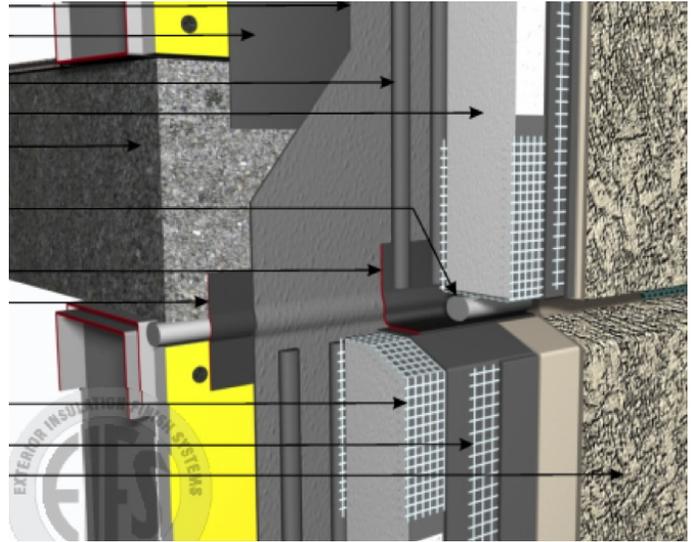
working with ULC and the Standards Council of Canada to make the EIFS Standards more accessible to the marketplace on a cost effective and electronic basis with ECC also working to provide subsidized access to its direct membership.



## EIFS Practice Manual (EPM)

The EIFS Council of Canada technical committee is currently in the final stages of development of the widely anticipated EIFS Practice Manual (EPM) which is to be published in Spring 2012. The manual incorporates the latest EIFS technology and is aligned with the requirements of the recently published ULC 716 family of EIFS standards. The document is a comprehensive design and educational resource for use by anyone involved with specifying or constructing EIFS. The manual explains the various components used in EIFS construction, in addition to key design considerations such as fire safety, resistance to rainwater penetration, air and vapour control, impact resistance, terminations, movement joints and crack control and retrofit applications. There is a detailed section

on the proper installation or application of each EIFS system component. The document includes a set of standard isometric illustrations that the design community can use as a baseline when developing project specific details. Since this document is controlled by the ECC, future updates can be made easily when needed. Stay tuned for update communications as we approach a release date with respect to timing and our EPM distribution plans.



Sample illustration from the EIFS Practice Manual (EPM)

## EIFS Building Code Update

It may come as a surprise to some readers of this brief to learn that EIFS is currently not specifically identified as a cladding material in our National and Provincial codes. While certain Part 3 provisions apply and allow for EIFS use, EIFS for too long has been on the outside of Part 9 and the Standards Table of Part 5. Thanks to unprecedented industry

collaboration, the EIFS industry is in the position to change this condition and is working toward inclusion in the 2015 National Building Code and the next iterations of Provincial Building Codes.

For many, the adoption by the Canadian Code Centre of a respective Standard is seen as a 'coming of age', or a 'rite of passage' marking a material's succession from novelty status, to mature and accepted. However, such a characterization of the adoption of the ULC S716 family of EIFS Standards by the code

centre would be inappropriate. Moreover, it should be seen as a correction due a material with the record of success attributable to EIFS technology. You should know that this is no small task and would not have come about if not for the unifying presence, determination and commitment of the EIFS Council of Canada. Over the next several months the Task Group charged with EIFS adoption into the code is expected to cross several significant milestones on the road to 2015. Keep an eye on the news letter for updates.

## Upcoming Events

Winnipeg	Thursday, February 9, 2012	EQI Certification Exam
Atlantic Region-Truro, Nova Scotia	Thursday, February 16, 2012	EQI Certification Exam
Calgary	Thursday, March 15, 2012	EQI Certification Exam
Ottawa	Wednesday, March 21, 2012	EQI Certification Exam
Toronto	March, 2012 To be confirmed	EQI Certification Exam
Ottawa	May 9-12 2012	Ontario Association of Architects Annual Conference
Niagara Falls	Wednesday/Thursday, June 20 & 21, 2012	EIFS Council of Canada Annual General Meeting and Golf/Social Event

Please send feedback and comments to: [info@eifscouncil.com](mailto:info@eifscouncil.com), 416-499-4000. [www.eifscouncil.org](http://www.eifscouncil.org)