



Welcome
to **NAIMA**

Insulation Institute[™]
KNOWLEDGE. LEADERSHIP. CONFIDENCE.



**NORTH AMERICAN INSULATION
MANUFACTURERS ASSOCIATION**

What is a **TRADE ASSOCIATION?**



Trade associations are organizations founded and funded by businesses to represent their industry in activities such as lobbying, public relations, and education.

- The North American Insulation Manufacturers Association (NAIMA) represents the fiberglass, rock and slag wool industries in residential, commercial, and industrial applications.
- Founded in 1933, we are headquartered in Alexandria, Virginia.



Why **NAIMA MATTERS**

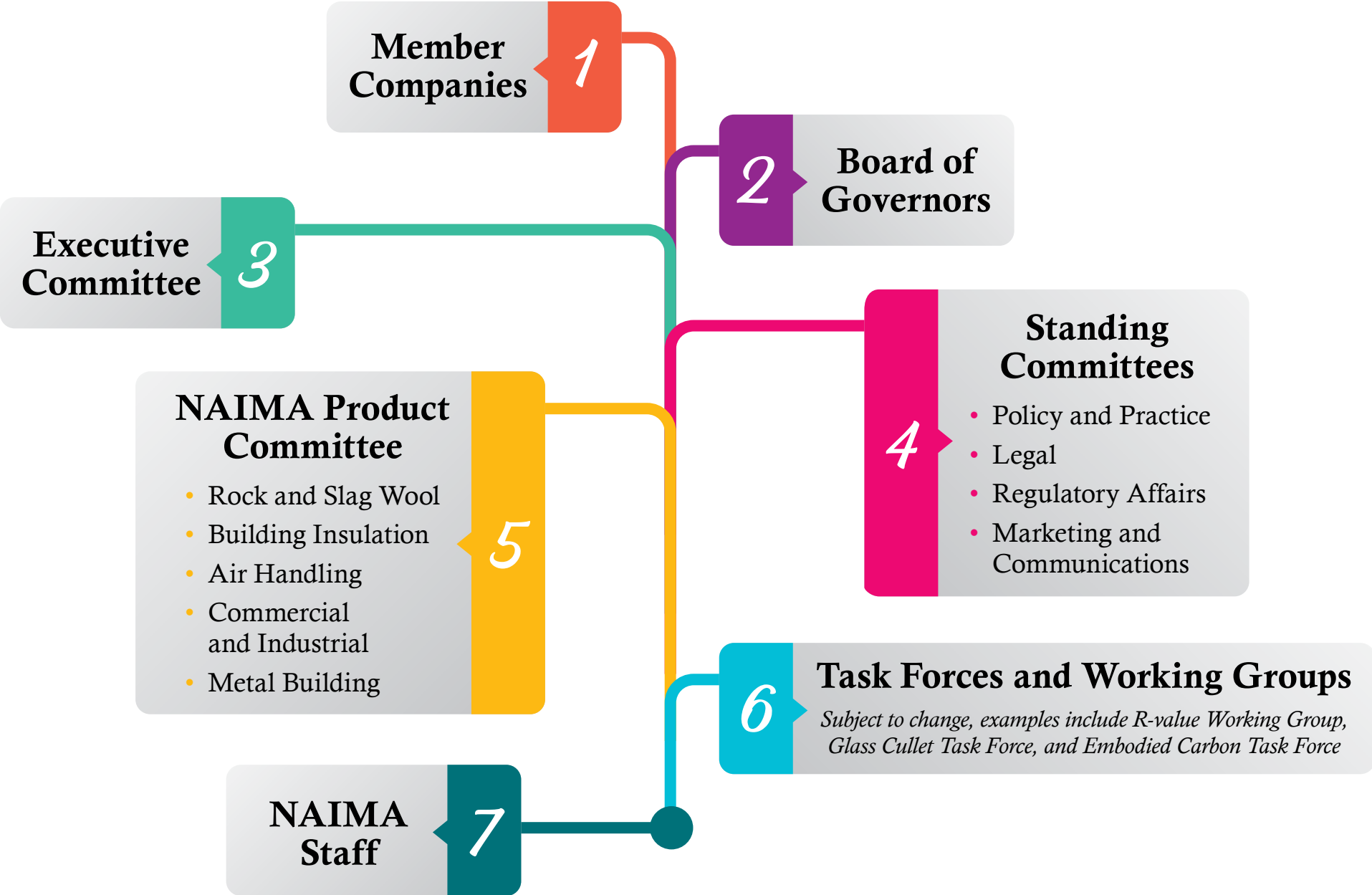
We work with our members on issues that require an industry voice.

- Policies that promote energy efficiency
- Performance of competitive insulation products
- Regulation on the manufacture and promotion of insulation

When it comes to dealing with the local, state, or federal government, our industry is most effective when it speaks with one unified voice rather than as separate companies.

- Typically government agencies insist on working with trade associations on industry issues
- NAIMA has a vigorous antitrust stewardship program to assure adherence to Antitrust laws

NAIMA MEMBERSHIP AND COMMITTEE STRUCTURE



How we communicate to our

MEMBERS AND KEY STAKEHOLDERS



Insulation Institute: Well-maintained website is home to over 20 years of NAIMA work



NAIMA News: Members-only newsletter keeps you aware of NAIMA activities and industry news



Blog: Weekly blog posts feature interviews with building industry professionals on important construction topics



Targeted educational collateral: In partnership with members, NAIMA creates educational materials to promote our products

THREE AREAS OF *focus*



1

Growing market for insulation products

2

Protecting the market for
fiberglass/mineral wool insulation

3

Reducing regulatory burden on manufacturing

POLICY *and* PRACTICE

Model energy code adoption:

- Promote energy-efficient applications of our products
- Fight rollbacks in the ICC, IECC, ASTM, ASHRAE, CEC, ISO, and the California Title 24 building code

Federal and State policymaking:

- Work to advance legislation that promotes energy efficiency through codes, incentives, and labeling

Insulation industry fly-in:

- Bring together the insulation industry to meet with lawmakers in Washington, D.C. and discuss issues facing manufacturing and business development



POLICY *and* PRACTICE

(continued)



RESNET oversight:

- Ensure that our products are treated fairly in software and Grade I guidance
- Represent the industry on RESNET's board and annual conference

R-Value Certification Program:

- Facilitate testing of member's products in third-party labs to ensure they meet labeled performance

LEGAL

- Oversees legal issues impacting the association and supports NAIMA's Antitrust Stewardship Program

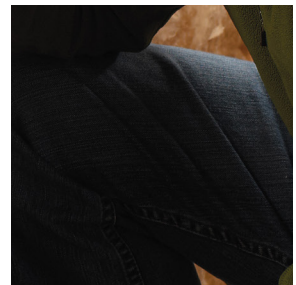
REGULATORY AFFAIRS

Regulatory oversight:

- Monitor regulatory proposals from federal and state agencies that might impact manufacturing or final use of insulation product

Rule changes: *Advocate for technologically and economically feasible rules*

- OSHA's injury and illness record requirements
- EPA's residual risk assessment of fiberglass and mineral wool
- FTC's R-value Rule
- Buy Clean California Act



REGULATORY AFFAIRS *(continued)*

NAIMA's *Product Stewardship Program*,

an outgrowth of the Health and Safety Partnership Program, maintains the industry's health and safety guidance through the following activities:

- **PARTNERSHIP:** Worked with OSHA, unions and other trade groups to create the HSPP program which was transferred to the NAIMA Product Stewardship Program
- **COMPREHENSIVE WORK PRACTICES:** Recommend safe work practices to reduce and limit exposure
- **TRAINING PROGRAMS AND MATERIAL:** Created “Play it Smart, Play it Safe” videos and guides on properly handling fiberglass, rock and slag wool insulation materials
- **CREATION OF LITERATURE:** Describes the health and safety research legacy
- **EXPOSURE DATABASE:** Maintained with oversight and management from Arizona State University; this living database of exposure data for every conceivable work task and product category is approved by OSHA
- **SUSTAINABILITY:** We conduct a yearly survey to determine the amount of recycled content in our products and work with third parties to create Product Category Rules that govern Environmental Product Declarations
- **CHALLENGE COMPETITORS' CLAIMS:** Challenge false and misleading statements about members' products

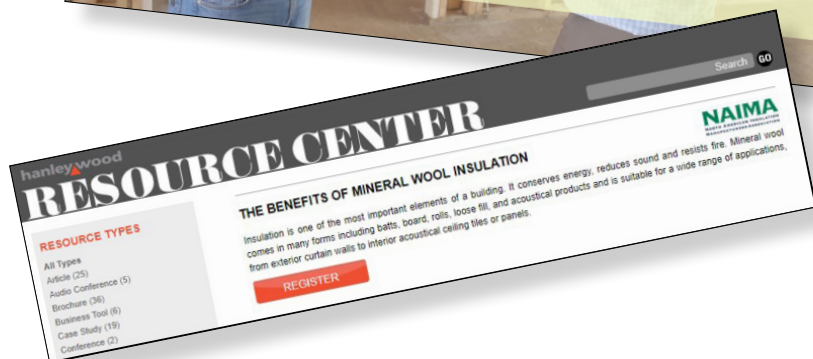
MARKETING *and* COMMUNICATIONS



Fiberglass and Mineral Wool Insulation as an Alternative to Sprinkler Systems



5 Priority Air Sealing Locations for New Homes



Marketing and educational materials:

- Develop marketing and educational materials such as guides, factsheets, case studies, and videos for our target audiences that highlight the advantages of fiberglass/mineral wool vs. competitive insulation products

Continuing Education Units (CEUs):

- Create AIA-approved educational courses in partnership with Hanley Wood University, on topics such as the benefits of mineral wool and increasing pipe insulation thickness

Educate the marketplace:

- Identify relevant educational conferences to present information including research findings, performance testing results, and proper installation information to the building industry

MARKETING *and* COMMUNICATIONS *(continued)*

Public opinion research:

- Conduct research to determine barriers to the specification and use of fiberglass and mineral wool insulation products among key stakeholder audiences, including builders, insulation contractors, HERS raters and other energy efficiency organizations

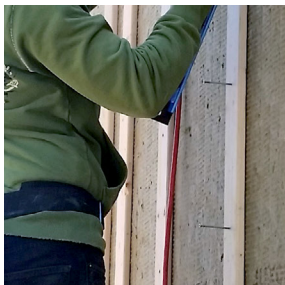
Insulation Institute website and blog:

- Host all our literature and materials on an easy-to-use website and create a steady cadence of messaging to our target audiences through our blog

Media:

- Pitch the media on industry-related issues and conduct radio tours to highlight the energy efficiency benefits of our products

The screenshot displays the Insulation Institute website. At the top, the logo 'Insulation Institute' is accompanied by the tagline 'KNOWLEDGE. LEADERSHIP. CONFIDENCE.' and a search bar. The main navigation includes 'About NAIMA', 'News & Industry Issues', 'Blog', 'Tools & Resources', and 'Contact Us'. The hero section is split into two columns: 'Building Professional' and 'Homeowner', each with a 'Learn More' button. Below this is a section titled 'We know insulation.' with a paragraph of text. The 'News and Related Articles' section features three article thumbnails: '5 Priority Air Sealing Locations Video', 'Insulation as an Alternative to Sprinkler Systems', and '5 Priority Air Sealing Locations Blog'. A large blue banner promotes the '3E Plus' insulation thickness calculator, with a 'Download Now' button. Below this is a 'Newsletter Sign Up' section with an email input field and a 'Sign Up' button. The footer contains social media icons for YouTube, Facebook, and LinkedIn, along with the NAIMA logo.



PRODUCT

Committees

Product performance testing:

- Conduct regular tests of our competitors' products for thermal resistance (R-value), durability, acoustics, and fire performance

Model code development:

- Develop proposals that ensure a fact-based and fair treatment of our member's products in codes and standards including ICC, IECC, ASTM, ASHRAE, CEC, ISO, and the California Title 24 building code

Literature:

- Produce in-depth technical guides on the proper installation and use of our members' products

ROCK *and* SLAG WOOL

Industry Environmental Product Declaration on board products and loose fill:

- Quantify the environmental impact of rock and slag wool through the product's life cycle

BUILDING INSULATION

Grade I contractor training:

- Provide guidance using in-person training and digital resources to present the correct installation of our members' products

AIR HANDLING

Duct training support:

- Sponsor training programs in vocational schools, high schools, and colleges across the country to teach duct board fabrication techniques



COMMERCIAL *and* INDUSTRIAL

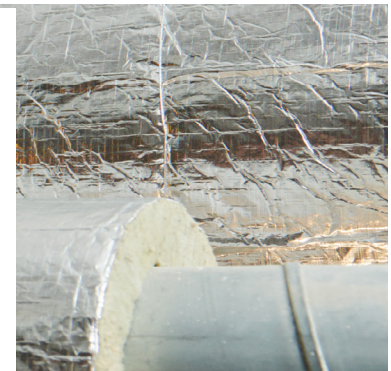
3E Plus:

- Offer free software that calculates insulation thickness needed to achieve goals for GHG emission reduction, installed cost, condensation, tax rates, personnel protection, heat loss, maintenance, and more

METAL BUILDINGS

Standards:

- Support the NAIMA 202-96 ® (Rev.2000): This is the standard used to certify the thermal performance of metal building insulation. This testing is done by Home Innovation Research Labs



How to INTERACT with **NAIMA**

1

Join relevant **NAIMA committees** and attend conference calls and meetings

2

Reach out to **NAIMA staff** with any questions

3

Subscribe to **NAIMA News and Blog**

Insulation Institute[™]

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