

I-RIM Conference 2009

International Reflective Insulation Manufacturers Conference

June 3- 4, 2009 ♦ Hotel Avenida Palace ♦ Barcelona, Spain



Event Sponsors:



Saving Energy Today for a Better World Tomorrow



With all that is happening in the world today and the struggle to survive in a challenging marketplace, it is imperative to be at the top of your game.

The I-RIM Conference will provide you with the insight and education you need on what is happening within your industry and allow you exclusive access to the most knowledgeable experts within your field. Now is the time to take control and prepare yourself for the future of your industry. That being said . . .

Please join us for the 2009 I-RIM Conference

ABOUT THE EVENT

This show began in 2007 as the I-RIMA Conference, which was held April 2007 in Paris, France. With the growing number of manufacturers spanning the globe and the interest in developing more unified building requirements around the world, this event has now become the International Reflective Insulation Manufacturers (I-RIM) Conference which will be held in various countries bi-annually to provide a forum in which industry professionals can learn and work together to grow the reflective industry and unite to create a more energy-efficient world.

ATTENDEES

The event will be attended by manufacturers, building and code officials, architects and engineers as well as those interested in getting involved in the reflective field.

SCHEDULE AT A GLANCE

Wednesday, June 3rd

- 9 a.m. - Buffet Breakfast
- 9:30 - 11 a.m. - Welcome/Keynote Andrew Bowerbank
- 11:30 - 1 p.m. - The State of Reflectives (North America, Europe, Australia and Asia)
- 2 - 2:45 p.m. - Thermal Performance
- 2:45 - 3:30 p.m. - Emittance
- 4 - 4:45 p.m. - Stability
- 4:45 - 5:30 p.m. - Product Requirement Comparisons
- 5:30 - 6:30 p.m. - Roundtable Discussions (on industry, conference, marketing and transportation)
- 7 - 10 p.m. - Cocktail Reception/Dinner
(A Special Thank You To Our Sponsors listed on Page 4)

Thursday, June 4th

- 8 a.m. - Buffet Breakfast
- 9-10:30 a.m. - Large-Scale Testing
- 10:30 - 11:30 a.m. - Applications Around the World
- Noon - 1 p.m. - Product Research
- 2 - 3 p.m. - RIMA International's Vision/I-RIMA within RIMA-I
- 3 - 4 p.m. - New Product Verification Program Unveiled
- 4:30 - 5:30 p.m. - Open Forum Discussion

Conference Adjourned

MEET OUR KEYNOTE - ANDREW BOWERBANK

Mr. Bowerbank regularly draws from his diverse background in his efforts to engage sector leaders and develop strategies that encourage economic, social, and environmental collaboration.

"Climate change is forcing us to rethink the way we do business and sector leaders are now taking on the responsibility to help find solutions. Buildings, transportation and industry practices make up the vast majority of our global carbon emissions and we are beginning to collaborate internationally to find a solution." — Andrew Bowerbank



In Andrew's keynote presentation, guests will learn how urban societies around the world are on the verge of realizing an extraordinary transformation in the marketplace. We are witnessing a shift away from current sector specific practices to a more holistic and collaborative approach to how we do business. Leaders are recognizing that a transformation is needed as it becomes more evident how the effects of climate change could impact future generations. Andrew will review current climate change perspectives; explore how market transformations of the past could help us plan for the future; and demonstrate how buildings and infrastructure need to be a major part of our efforts if we are to reduce the resource intensive demands of the built environment.

Previous to his 2007 appointment to the World Green building Council, Mr. Bowerbank was the Executive Director for the Toronto Chapter of the Canada Green Building Council (CaGBC). He has been directly involved in the development of the CaGBC since 2003 through various responsibilities including co-directing the Municipal Green Building Tool Kit project and sitting on the Executive Board for the Toronto Chapter. Mr. Bowerbank has also acted as a green building consultant for a number of high profile projects.

In addition to his expertise in green building and sustainable community design, Mr. Bowerbank is a graduate from the University of Western Ontario's Teachers College; a professor of design certified by the Ontario Ministry of Education; a member of the Ontario College of Teachers; and a national certified sports coach. He also holds an honors diploma in Industrial Design specializing in ergonomic science, materials and manufacturing processes, and transportation design. Mr. Bowerbank operated his own Toronto based design firm from 1994 to 2000 where his team specialized in green strategies for commercial interiors and custom furniture design. Prior to 1993, Mr. Bowerbank worked in the manufacturing sector as an engineering supervisor.

Educational Sessions and Presenters

The State of Reflectives - Monty Millspaugh, Guy Delcroix, Brian Tikey

Reflective technology is being used globally to reduce heating and cooling loads in buildings. This session will focus on the current status of the reflective industry in North America, Europe, and Asia. Marketing issues and challenges will be discussed.

Thermal Performance - Dr. David Yarbrough

The thermal performance of reflective assemblies is determined by different methods around the world. This session will include a discussion of the basis for the computational models being used and a comparison of results obtained with the models.

Emittance - Dr. David Yarbrough, Martin Spitzner, Guy Delcroix

This session will describe the basis for the commonly used techniques for determining thermal emittance. Results obtained by different methods will be discussed.

Stability - Steve Yializis

The introduction of metallized films for use by the reflective industry has required a significant effort in the area of product design. Metallized films must be protected from the environment in order to maintain long-term performance. The progress that has occurred in this area will be presented.

Product Requirement Comparisons - Mike Boulding

This session will discuss the market demands in various countries.

Roundtable Discussions

An open forum discussion on the topics of industry, marketing, conference and transportation will allow for an exchange of ideas and information in a smaller group setting.

Large-Scale Testing - Bill Lippy, Dr. David Yarbrough, Brian Tikey, Guy Delcroix

The Large-Scale Climate Simulator in operation at the Oak Ridge National Laboratory will be described. This apparatus is used to evaluate radiant barriers and reflective systems used in attic applications. Examples of results obtained with this facility will be presented.

Applications Around the World - Jorge Biain, Guy Delcroix, Brian Tikey, Bill Lippy

Reflective insulation materials are manufactured in various shapes and forms around the world which, when installed in building design elements function and perform to varying degrees of thermal and energy efficiency. This session will present installation applications from four separate international countries which will outline methods of installation according to building design practices applied within these countries. Cultural differences and regional climate conditions will show and detail the differences in installation practices applied.

Product Research

Hybrid systems and the introduction of advanced concepts to enhance the performance of reflective systems will be the topic of this session. Product research in the area of gas-filled panels and phase-change materials will be included.

RIMA International's Vision - Bobby Byrd, RIMA International President

RIMA International was formed to legitimize reflective products within the construction industry. Through nutrition, RIMA-I has become the clarifying voice to consumers and building officials alike. Learn what RIMA-I is doing and how the association can help your business succeed in these challenging economic times.

Introduction to The New Product Verification Program - Mike Boulding

How do you set your products and company apart from the rest? How do consumers and contractors know if your products perform as they claim? Learn how the new Product Verification Program will provide authenticity to your test data and give you a leg up on the competition.



Dr. David Yarbrough



Bobby Byrd



Guy Delcroix



Brian Tikey



Mike Boulding



Monty Millspaugh



Bill Lippy



Jorge Biain



Steven Yializis

Speaker Bios

Introducing Our Sponsors:

Bobby Byrd - Mr. Byrd is a native of the United States and Vice President of Sales for ROMEX World Trade, a global manufacture and distributor of radiant barriers, reflective and forest products. He was educated at Nichols State University, Perdue University, and certified by the State of Louisiana in building science and has over 25 years of experience in manufacturing and distribution of forest products. Mr. Byrd serves on the Board of Directors of the Building Association of Texas, Louisiana and Mississippi; he is an active member of American Society of Testing and Materials and on the advisory council to APA the engineered wood Association. He is also the current President of RIMA International.



Dr. David Yarbrough - David Yarbrough is President of R&D Services, Inc. a testing and consulting company located in Cookeville, TN. Dave is Professor Emeritus of Chemical Engineering at Tennessee Technological University and a staff member at the Oak Ridge National Laboratory. Dave holds the PhD in Chemical Engineering from the Georgia Institute of Technology. He is a registered professional engineer and author or co-author of over 200 technical papers or reports. Dave has been active in technical areas related to thermal insulation for about 25 years.



Guy Delcroix - Mr. Delcroix is the Research and Development Director and Export Director of KdB Isolation France. He is an Ingenieur Ecole Centrale de Paris (ECP 73) and member of the CEN TC89 WG 12 representing AFNOR (French Association for Normalisation). He is also a Director on the RIMA International Board.



Brian Tikey - Mr. Tikey is a founding Director and Executive Chairman of Austrell Group Ltd the parent company of AIR-CELL Innovations Pty Ltd. He oversees the groups financial planning, technology development, group strategic planning and administration of the company and their external affairs. He is President of the Aluminum Foil Insulation Association (AFIA), an industry body representing manufacturers of reflective insulation materials. In addition, Mr. Tikey sits on two industry Australian Standards committees representing the members and manufacturers of AFIA. A native of New Zealand, Mr. Tikey has thirty-five years experience within the building and construction industry and was recognized in 2005 for his entrepreneurial energy when he was nominated by international leading accounting firm ERNST & YOUNG as a finalist for the Western Australian Entrepreneur of the Year Awards.



Mike Boulding - Michael has many years of experience in the construction industry. He founded and became President of TVM Building Products in 1997, a fully integrated group, specializing in Reflective Insulation products. Over the past 7 years with TVM, he has been involved with all aspects of the Reflective Insulation market, leading up to becoming President of RIMA, in Jan 2004. Michael brings extensive experience in selling Reflective Insulation products to specific markets, and has built a full understanding of the product through out the Industry.



Monty Millsbaugh - Monty has been at Reflectix for 23 years. In that time he has worked in sales, marketing, operations and research and development. He was one of the original members of the Board of Directors and served on the board for many years. Currently he is the VP of Technical Service. He continues to represent Reflectix at the Reflective Insulation Manufacturers Association (RIMA) as a board member and as chairman of the technical committee. Monty also represents Reflectix at American Society of Testing and Materials International. He has served as the Subcommittee Chairman and Secretary of C 16.21 on Reflective Insulation. Currently he is the Chairman of the RIMA Technical Committee.



Bill Lippy - Bill Lippy is Senior Vice President and Chief Marketing Officer for Fi-Foil Company, Inc. and has over 20 years experience in energy efficiency and solar energy industries. Fi-Foil manufactures and distributes a complete line of reflective insulation and radiant barriers for residential, commercial, and agricultural applications. Bill has a Bachelor of Arts in Business Administration from the University of South Florida. He is a member of Rotary International, a Board Member and Past President for the Reflective Insulation Manufacturers Association and has a master's certification in Building Science. Bill also consults for the solar energy industry and was a chapter president for the Florida Solar Energy Industries Association.

The 2009 I-RIM Conference Opening Night Cocktail Reception and Dinner is being sponsored by the following:

[Astro-Foil International](#)
[Dunmore Corporation](#)
[KdB Isolation](#)
[Reflectix, Inc.](#)
[RoyOMartin](#)
[Venture Tape](#)

Jorge Biain - Mr. Jorge Biain has been working since 1997 in the reflective insulation field for ISOLANT S.A. in Buenos Aires. Over the years, he has worked in the technical aspects of the industry as well as marketing/promotion of reflective insulation in Argentina and Latin America. Mr. Biain is currently head of the Technical Department of ISOLANT S.A. Mr. Biain graduated as an Architect and has recently obtained an MBA degree. He is member of the "Thermal Insulation Committee" of IRAM (Argentine Institute of norms and certifications). ISOLANT S.A. has won the "It's About Saving Energy" Building Award 2008 for metal building projects presented by RIMA International.

A special thank you to these sponsors for their contribution to this event. Guests are encouraged to take time during the reception to learn more about these dedicated companies. Information will be available and representatives will be on hand to answer questions.

Steven Yializis - Mr. Yializis currently serves as Chief Operating Officer of Sigma Technologies Int'l, LLC., a world leader in nanolayer surfacing technologies. Prior to his current post, Mr. Yializis served as Director of Business Development, which had him responsible for commercialization of new technologies in the areas of functional textiles and nonwovens, flexible packaging, surface treatment systems, flexible lighting and displays, functional pigments, and metallized aluminum for barrier and decorative applications. Mr. Yializis also serves as COO of Sigma Specialty Materials, a manufacturer of specialty materials based on Sigma's proprietary coating technologies. Mr. Yializis has a background in finance and economics; his studies were carried-out at the University of Arizona in Tucson and the University of South Australia in Adelaide.

NOTE: *Not all presenters' information was available at the time this brochure was developed. More information will be added in future issues.*



I-RIM Conference Registration Form

June 3- 4, 2009 ♦ Hotel Avenida Palace ♦ Barcelona, Spain

REGISTRANT INFORMATION

(please print clearly and use a separate form for each person registering)

First Name _____ Last Name _____

Company Name _____

Address _____

City _____ State _____ Zip/Postal Code _____

Country _____ E-mail _____

Phone _____ Fax _____ Website _____

PLEASE PROVIDE THE FOLLOWING

Will you be participating in the breakfast buffet on Wednesday, June 3? Yes No

Will you be participating in the cocktail reception and dinner on Wednesday, June 3? Yes No

Will you be participating in the breakfast buffet on Thursday, June 4? Yes No

Do you speak English? Yes No If no, what language? _____

REGISTRATION FEES AND PAYMENT INFORMATION

NOTE: To qualify for advance registration discount rates, completed registration form and payment must be received by RIMA International by April 1, 2009.

	Before April 1st	After April 1st
RIMA-I Member Fees	\$600 US/440.76€	\$650 US/477.49€
Non-Member Fees	\$750 US/550.95€	\$800 US/587.68€
Spouse Cocktail Reception/Dinner Ticket (only)	\$100 US/73.46€	\$125 US/91.83€

(exchange rates to Euros are as of January 7, 2009 and may vary—US rates will not change)

If you prefer to pay by credit card, check here

If you prefer to pay by wire transfer, check here

(NOTE: an additional \$30 US/23€ fee will be added to credit card and wire transfer payments)

Total Amount Due for Registration: _____

Please remit registration form and payment by check to: RIMA International
14005 W. 147th Street
Olathe, KS 66062

Registration forms can be mailed to RIMA International at the address above or sent via e-mail to [rima@rima.net](mailto:rима@rima.net) or via fax at 1-913/839-8882.

Registration forms and payment must be received by April 1 in order to qualify for the early registration discount.

HOTEL INFORMATION

Registrants are responsible for making their own hotel reservations. The facility selected for the event is the Avenida Palace Hotel offering an event rate of \$265.45 US/195 € per room per night. An accommodation reservation form is attached.



Accommodation Form



Date of Reception June 3-4, 2009

PLEASE SEND TO: **Avenida Palace Hotel**—Mrs. Esther Angulo
Gran Via. 605-607 08007 Barcelona Tel. + 34 93 301 96 00 - Fax + 34 93 304 37 89
avpalacegrupos2@husa.es

IMPORTANT: Please fill one form per room. USE CAPITAL LETTERS.

Delegate

Family Name _____ First Name _____

Address _____

CP _____ City _____ Country _____

Phone _____ Fax _____ E-mail _____

Hotel Avenida Palace ****

Single Room/Double Room

Reflective Insulation Manufacturers Association International 195.00 €
June 2 to 4, 2009

Rates per room per night, bed and breakfast. Service Included. **7% VAT not included.**

Reservation

Arrival Date _____ Departure Date _____ Type of room _____

PRICE PER ROOM _____ € X NUMBER OF NIGHTS = TOTAL € + 7% VAT

Reservation Guarantee

Credit Card: Visa / Master / Diners / Amex _____ Name of Holder: _____

Credit Card Number: _____ Expiry Date: _____

GENERAL CONDITIONS:

- This confirmation letter must be presented to Hotel on arrival, as Hotel voucher.
- All cancellations must be made in writing and addressed to Hotel Avenida Palace.
- No charge will be applied for cancellations received before May 18, 2009
- 50% Charge for canceling from May 19 to 26, 2009
- Cancellations received from May 26 and No shows are to charge directly to the credit card number for the whole duration of the stay.



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