



## **PIMA Mid-Year Meeting Underscores Significance of Resiliency in the Sustainable Built Environment**

**WASHINGTON, July 7, 2015** – Last month, members of the Polyisocyanurate Insulation Manufacturers Association (PIMA) gathered in New Orleans for the Association’s 2015 mid-year meeting. The meeting, attended by more than 110 polyiso manufacturers and industry suppliers, marked a new participation record.

Sponsored by BASF, the two-day event featured educational sessions presented by industry experts about resiliency and innovation in the built environment. At the mid-year meeting, PIMA members heard from:

- Rick Davenport, Director of Sustainable Construction, BASF, who discussed the evolution in high performance building products and the work being done at BASF’s Center for Building Excellence to improve the quality of the built environment
- Katie Weeks, LEED Green Associate and Director of Communications, Institute for Market Transformation, who explained the importance of using building energy codes to reduce carbon emissions and offered tips for PIMA members seeking to get involved
- Fred Neal Jr., Senior Planner, Villavaso & Associates LLC, who offered a local perspective on the path to a more sustainable New Orleans, noting the city’s efforts to improve infrastructure in the aftermath of Hurricane Katrina

“Our industry is committed to improving energy efficiency through green building design, so this year’s mid-year meeting theme of sustainable innovation in the built environment was fitting,” said PIMA Chairman Jim Whitton. “Members were able to exchange best practices and coalesce around Polyiso’s exceptional insulation performance.”

### **About PIMA**

For over 25 years, the Polyisocyanurate Insulation Manufacturers Association (PIMA) has served as the unified voice of the rigid polyiso industry, proactively advocating for safe, cost-effective, sustainable and energy efficient construction. PIMA’s members, who first came together in 1987, include a synergistic partnership of polyiso manufacturers and industry suppliers. Polyiso is one of the nation’s most widely used and cost-effective insulation products available. To learn more, visit [www.polyiso.org](http://www.polyiso.org).

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### **Contact:**

Mittie Rooney  
[mrooney@axcomgroup.com](mailto:mrooney@axcomgroup.com)  
301-602-8709

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