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MASONRY VENEER MANUFACTURERS ASSOCIATION

FOUNDATIONS

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President's Message: Brenda Harris Shares



The Masonry Veneer Manufacturers Association (MVMA) was formed in 2006, just a few

short years ago, it was an exciting time in the residential homebuilding industry. The overall market was projected to be closing in on one billion dollars at an annual growth rate of 20-25 percent. Of course, we all know what happened "next."

Depending on your reaction to climbing into a raft headed down a churning and twisting river, you have either been white-knuckled and barely breathing or re-energized and extremely busy during the thrill-ride of these past few years.

The Members of the MVMA have definitely been busy, although I'd

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MVMA Technical Committee Update

BY: CHRIS HINES, MVMA TECHNICAL COMMITTEE CHAIR

The MVMA Technical Committee (TC) added two new projects earlier this year: installation over thick foam insulation and control joints.

Increasing concerns about building energy consumption and more rigorous energy codes are resulting in increasing use of continuous insulation. The TC thick foam project's scope is to investigate appropriate installation methods of manufactured stone veneer over continuous thick foam insulation. The MVMA Board of Directors, at the January 2010 Board meeting, approved enlisting the services of a consultant who has worked on installation details for various wall systems with thick foam insulation.



The MVMA TC plans to create several control joint and expansion joint details for a future edition of the MVMA Installation Guide. These details may be used

where building design professionals determine a control joint or an expansion joint is appropriate in the Manufactured Stone Veneer.

The most recent MVMA TC meeting was held in St. Louis in June, in conjunction with the MVMA Annual Meeting and the ASTM C15 meetings. The TC is meeting by conference calls to work on these projects.



Communications Committee Update

BY: JUSTIN WHITMAN, MVMA COMMUNICATIONS COMMITTEE CHAIR

The Communications Committee has been hard at work promoting MVMA, and the manufactured stone industry. The committee recently refreshed the MVMA logo, which was approved by the Board during the Annual Meeting in June.

Additionally, the committee executed the inaugural MVMA Design Awards contest, holding the judging of entries, and awards presentation, during the Annual Meeting. Currently, the winners are being promoted and publicized to the media. MVMA communications committee was gratified by the response to this first contest and is confident that next year's will be even more successful.

The committee is in the process of releasing a new association brochure. The brochure features MVMA's new logo and explains the history and achievements of MVMA, as well as the benefits of membership.

The committee is working on a new refreshed website, masonryveneer.org. The updated website will feature our new logo, updated technical content, expanded industry news offerings, design awards contest as well as the implementation of a Members Only section.

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say most are glad to see that we are nearing the shore line.

Our association has been focused on creating value for our members by securing the long-term acceptance of the product category by the design professionals, codes and standards community and the construction industry.

The Technical Committee continues to work closely with the ICC, completed the first ever industry study on water penetration, published an in-depth installation guide, presented at the International Builders Show, reviewed flashing and rainscreen systems and continues to explore a wide variety of design and performance criteria.

The Communications Committee is behind our first ever design awards program, is developing education modules for both design and installation and pursues opportunities to partner with related organizations such as the NAHB, ASTM, MSJC, IMI and MCAA.

I am enormously proud of the way that our members have conducted themselves in this competitive landscape. By focusing on what was best for our industry, by not falling victim to the desire to abandon all professional ethics, we actually gained market share and tremendous respect from the design community.

Thank You for allowing me the opportunity to work with you all over these past few years.

I am looking forward to this last half of 2010 and what will surely be a steady but sure footed recovery.

ICC Update

BY: JOHN WOESTMAN, MVMA DIRECTOR OF CODES AND STANDARDS

The **MVMA Technical Committee** is actively engaged in the International Code Council's code development process, which will result in the 2012 editions of the International Residential Code (IRC) and International Building Code (IBC).

MVMA submitted five proposals for revisions to the IRC and IBC affecting manufactured stone veneer including clarifying flashing requirements at the foundation and clearances to grade, paved and walking surfaces.

MVMA has identified 15 code change proposals, including two that provide requirements for installation of various wall cladding systems over thick foam sheathing substrates, and is actively representing the industry interests within the ICC code development process.

The Final Action Hearings were held in Dallas from May 15-23, where the final decisions were made for the proposed code changes. The 2012 I-Codes are expected to be published at the beginning of the 2nd Quarter in 2011, for adoption and enforcement by local building code jurisdictions starting in 2012.



Industry Affairs

BY: MIKE FISCHER, MVMA GENERAL MANAGER

Will 2010 be the year of the rebound, or will the promised recovery be tardy? The economic data provide mixed messages. The AIA reported recently that non-residential construction spending in 2010 will be down more than 20%, before slight improvement in 2011. The biggest declines are in lodging, retail, industrial, and office categories with hotel spending expected to be down more than 43% from 2009 levels. Smaller declines are forecast for categories like amusement space, educational and religious facilities, as well as health care.

Meanwhile, residential new home sales dropped dramatically in May, with single-family down 32%. According to the US Commerce Department that equates to a seasonally adjusted annual rate of 300,000 units, the lowest since the government first started tracking housing data in 1963. It appears that the tax credit program had a greater effect on the timing of new home sales than on the buying decision itself. Sales that might have occurred in June or July were rushed into April to meet the deadline.

The jury is still out on the remodeling sector. Forecasts by the Joint Center for Housing Studies at Harvard University expressed optimism that spending on home repairs and renovations will show a 5% increase in 2010, but it remains to be seen if the positive first quarter results equate to a sustained recovery, or a momentary blip.

Still, we may be seeing the light at the end of the tunnel. The AIA forecast for 2011 does call for a modest 3% recovery in nonresidential construction spending; while the NAHB maintains that 2010 will beat 2009 in the sales of new and existing single-family homes, and that all categories- including new multi-family homes- will rebound further in 2011.

For building product manufacturers, the news is status quo: cautious optimism sprinkled with guarded concern.

MVMA Annual Meeting June 7-8, 2010 St. Louis, MO

- The Board approved the final revised Installation Guidelines, which are now available for download on MVMA's website – www.masonryveneer.org
- The Board approved a new MVMA logo which will be featured on the new website, membership brochure and will be sent to all members to be featured on packaging
- The inaugural Design Awards took place, including the judging of all entries by local St. Louis architect Helen Kessler DiFate and the awards presentation of all winning entries
- Effective with the 2012 IRC and 2012 IBC, manufactured stone veneer will be required to be installed per the manufacturer's instructions. And the IRC and IBC clarify where water resistant barriers and flashing will be required. Approved revisions to the 2012 IRC and 2012 IBC include minimum clearances on stud walls to grade, paved surfaces, and to walking surfaces. These requirements are consistent between the IBC and IRC. And in the IRC, language was approved clarifying the minimum thickness of manufactured stone veneer "cladding". MVMA was successful with gaining approval for adding to the IBC and IRC all the MVMA-desired language revisions.

Masonry Veneer Manufacturers Association Members

General Members

Boulder Creek Stone Products
Coronado Products
Dutch Quality Stone, Inc.
Eldorado Stone
Environmental Stoneworks
Heritage Stone LLC
Horizon Stone
Lone Star Stone, Inc.
Owens Corning Masonry Products
Quality Stone Veneer, Inc.
Silver Sierra Stone
Sunset Stone
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Laticrete International, Inc.
Masonry Technology, Inc.
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National Gypsum
Orco Blended Products
Pactiv Building Products
Plant-Tech Concrete Solutions LLC
Southern Aggregates, LLC/Witelite
Pumice
SpecMix
Spiderlath, Inc.
TXI: Texas Industries Inc.

ICC ES Update

BY: JENNIFER GIBSON, ICC ES

Building codes and those who enforce them may often evoke feelings of frustration among masonry veneer manufacturers and installers, but that need not be the case. While the International Codes (I-Codes) contain few criteria for adhered manufactured stone veneer (AMSV) the I-Codes do not aim to *prohibit* the use of any construction materials. In fact, Section 104.11 of the *International Building Code*® (IBC), on "Alternative materials, design and methods of construction and equipment," states: "The provisions of this code are not intended to prevent the installation of any material or to prohibit any design or method of construction not specifically prescribed by this code, provided that any such alternative has been approved." This code section provides an opportunity for new and innovative products like manufactured stone veneer to be used in construction projects.

The masonry veneer industry and building code development organizations have a relationship going back more than 20 years. In 1988 the groups came together to develop the Acceptance Criteria for Precast Stone Veneer (AC51). This docu-

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ment establishes guidelines for manufacturers to follow when seeking verification of code compliance. ICC Evaluation Service (ICC-ES) is the third-party that building officials rely on to provide verification that AMSVs meet code requirements. A subsidiary of the International Code Council, ICC-ES works with manufacturers and code officials to aid in the acceptance of alternative building materials while ensuring that public safety is not compromised.

“In the field of AMSVs, their input and expertise are very beneficial to the acceptance criteria process,” says ICC-ES engineer Mike Merrigan. “We really value their contributions and look forward to working with them in the future to be able to provide quality products to any jurisdiction.”

AC51 outlines the minimum requirements an AMSV must meet to earn an ICC-ES evaluation report (sometimes referred to as an “ESR”). AC51 clarifies the requirements for key safety and performance characteristics of masonry veneer, including composition, strength, durability and installation. Because all AMSV products are evaluated based on the same criteria, AC51 provides a level playing field. It is regularly updated with input from the industry and ICC-ES, most recently in 2008, to keep it current with building codes and testing technology and to reflect innovations in masonry veneer products.

When seeking an ESR, masonry veneer manufacturers submit their product for laboratory testing. The AMSV must meet strength, structure and water absorption requirements.

“Close attention is paid to the product’s weather resistance,” explains Merrigan. “Because the veneer is often used as an exterior covering, there are limitations on the amount of water the product can absorb, and it must respond satisfactorily to freezing and thawing cycles. That cycling of freezing and thawing water causes expansion, which can ruin some materials.”

The veneer also must comply with specific installation requirements, designed to prevent water intrusion into the home or building. ICC-ES evaluation reports indicate the appropriate backings over which the masonry veneer



can be installed as well as how the backings must be prepared. Additionally, the weight and thickness of the product is limited, to prevent any adverse effect on the structure itself. Each of these measures is in place to assure the product’s code compliance and safety. All masonry veneer manufactures are encouraged to submit their products to ICC-ES for evaluation, to help make their innovative products more accepted in the marketplace and to facilitate their relationship with local code officials.

While ICC-ES will continue to work with the masonry veneer industry to address code compliance, MVMA members are doing their part as well. The association has published the industry’s first installation guidelines specifically for AMSV. *Installation Guidelines for Adhered Masonry Veneer* provides builders, designers, specifiers and contractors with guidelines on the installation of adhered manufactured masonry systems.

MVMA also is active in the code development process and has submitted proposals for the 2012 IBC as well as the *International Residential Code*®. If approved, the proposals would introduce specific AMSV requirements into the IBC, complement existing requirements in the IRC, and streamline the process for approving use of AMSVs in construction projects.

Masonry veneer can add beauty and value to buildings. As it increases in popularity, manufacturers should seek ICC-ES recognition for their products to ensure code compliance. Code officials, architects, contractors and others in the building industry value the ICC-ES stamp of approval.

MVMA Design Awards Program

BY: JUSTIN WHITMAN, MVMA COMMUNICATIONS COMMITTEE CHAIR

With Manufactured Stone fast becoming one of the most requested interior and exterior wall coverings in new construction and renovation projects, contracting and design professionals are looking for innovative ways to incorporate its rugged, authentic, elegant looks and versatility.

We recently announced the winners of our first annual MVMA Design Awards, a program created to recognize the work of industry professionals who are setting trends by featuring Manufactured Stone Veneer in their projects.

All of the entries in our inaugural program showcased the unique features and versatility of Masonry Veneer. Each of the winners were truly distinctive and displayed inventive and creative uses of our products.

Contest entries were received in eight separate categories, including projects which represent:

- Remodel, Residential, Exterior
- Remodel, Residential, Interior
- Remodel, Non-residential, Exterior
- New Construction, Residential, Exterior
- New Construction, Residential, Interior & Exterior
- New Construction, Non-residential, Exterior
- New Construction, Non-residential, Interior & Exterior
- Hardscape/Landscape

Category winners include:



Remodel, Residential, Exterior
Highlands of Preston
Tejas Textured Stone by Veneer-stone



Remodel, Non-residential, Exterior
Vector Transportation Group
Eldorado Stone



Commercial Hardscape/
Landscape
Sagewood
Eldorado Stone



Single Family Hardscape/
Landscape
Costa Mesa Green Home
Owens Corning



Remodel, Residential, Interior
Jetton Home Remodel
Tejas Textured Stone by Veneer-stone



New Construction, Remodel,
Residential, Interior & Exterior
Pilgerhaus Condos
Quality Stone Veneer



Infrastructure Hardscape/
Landscape
WV Bridge
Quality Stone Veneer



New Construction, Residential,
Exterior – “Multi Family
Dwelling”
Terrazza at Newtown Square
Quality Stone Veneer



New Construction, Residential, Exterior – “One & Two Family Dwelling”
Tallahassee Private Residence
Eldorado Stone



New Construction, Non-residential, Exterior – “Retail”
Sorbello’s Nursery
Owens Corning



New Construction, Non-residential, Interior & Exterior – “Institution”
Reid H. Cofer Library –
DeKalb County, GA Public Library
Owens Corning



New Construction, Residential, Interior & Exterior – “Multi Family Dwelling”
The Lodge at Foxborough
Quality Stone Veneer



New Construction, Non-residential, Exterior – “Office”
J.D. Eckman Corporate Office
Eldorado Stone



New Construction, Non-residential, Interior & Exterior – “Retail”
Unleashed Dog Park
Tejas Textured Stone by Veneerstone



New Construction, Residential, Interior & Exterior – “One & Two Family Dwelling”
Merv Miller Spec House
Quality Stone Veneer



New Construction, Non-residential, Exterior – “Lodging”
Courtyard by Marriott
Tejas Textured Stone by Veneerstone



New Construction, Non-residential, Interior & Exterior – “Lodging”
Lakepoint Resort
Eldorado Stone



New Construction, Non-residential, Exterior – “Institution”
Humane Society of Naples, FL
Eldorado Stone

INNOVATION CRAFTED IN STONE

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New Construction, Residential, Non-residential, Exterior
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