



Masonry Veneer Manufacturers Association

NEWS RELEASE

Masonry Veneer Manufacturers Association

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The **Masonry Veneer Manufacturers Association (MVMA)** announces the publication of the MVMA Installation Guidelines for Adhered Masonry Veneer. MVMA is timing the release of these new guidelines to coincide with the educational seminar presented during the International Builders Show (IBS) held this week in Las Vegas, NV. Over two and a half years in the making, the MVMA Installation Guidelines provide builders, designers, specifiers and installing contractors with guidelines on the installation of adhered manufactured masonry systems.

John Woestman, MVMA Manager of Codes and Standards, and Chris Hines of Owens-Corning, chair of the MVMA Codes and Standards Committee, share the podium at the IBS in presenting the highlights of the MVMA Installation Guidelines in a session titled: *Manufactured Stone Veneer Installation Guidelines*. This seminar will be presented at 8:00 am on Friday, January 23, 2009 at the Las Vegas Convention Center, and will include a myriad of dos and don'ts regarding methods of installation of stone veneer products.

The MVMA Installation Guidelines will be available for download at no cost after the IBS on the MVMA website, masonryveneer.org. The guidelines include information on a way to help effectively manage water penetration of this popular exterior wall cladding material. Material requirements, project preparation, referenced standards, installation practices and workmanship are but a few of the topics contained in the guidelines. With 30 pages of architectural details, the MVMA Installation Guidelines provide the user with examples of the most common application situations.

Formed in 2006, the MVMA provides responsible advocacy and leadership in codes, standards, installation practices, and effective collaboration in the manufactured stone veneer industry.

"The MVMA effectively provides the manufactured stone and brick manufacturers with dynamic representation in the major codes and standards organizations... a unified 'voice' to the regulators, code officials and in the standards bodies to help advance this rapidly growing industry in the commercial, new home and remodeling markets."

Michael Fischer
MVMA General Manager