



**Mechanical Insulation**  
EDUCATION TRAINING ADVANCEMENT

# **The Foundation for Education, Training, and Industry Advancement**

2023 ANNUAL REPORT



# Foundation for Education, Training, and Industry Advancement

The Foundation for Mechanical Insulation Education, Training, and Industry Advancement (Foundation) is a tax-exempt 501(c)(3) organization and its primary purpose is to develop and implement strategies and recommend processes to advance and expand the commercial and industrial insulation industry through objectives such as introducing the National Insulation Association (NIA) to the commercial/industrial construction community; promoting the value of insulation to audiences including specifiers, architects, engineers, plant owners, facility managers, building owners, government bodies, and allied associations; and establishing NIA as the industry resource for information on mechanical, commercial, and industrial insulation systems.

The Foundation continued its work in 2023 to promote the commercial and industrial insulation industry to end users, specifiers, architects, energy managers, plant operators, building owners, facility managers, government agencies, and strategically aligned partners.

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## 2023 Focus: Data and Educational Development

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The Foundation recognizes and supports the need for industry data to reinforce the importance of mechanical insulation. In 2023, the Foundation analyzed current survey methodologies and considered the need for new data, which resulted in the following initiatives:

### INDUSTRY MEASUREMENT SURVEY

#### Mechanical Insulation and Metal Building Insulation for Commercial and Industrial Markets

Every 2 years, the Foundation conducts a survey to gauge the size of the commercial and industrial insulation industry. The survey data goes back to 1997 and seeks to gain information about the size of the insulation industry and growth rates for the U.S. commercial and industrial mechanical insulation and metal building markets. Companies that participate in the survey provide information to an independent, third-party company, Industry Insights.

As the mechanical insulation industry has evolved, and as the need for additional industry data has surfaced, it was determined that this survey needed to collect a wider range of information than what had been collected in previous years.

With the last survey, it became apparent that with industry consolidations the increased use of flexible

removable/reusable covers, changing mechanical insulation systems, and other similar types of changes we needed to explore a different approach for the 2021/2022 survey.

In past surveys, members were asked to report one number for the mechanical insulation industry and accessory products. Starting with the 2021/2022 survey, members were asked to report separate numbers in various product groups for the products they represent in the United States mechanical insulation market.

There are multiple reasons for this change in reporting.

1. It would allow us to provide Industry Insights with the necessary formulas to apply to the applicable product to account for the cost of fabrication. Without a breakdown by product group the value of applying various formulas and methodologies to account for fabrication and system variances is extremely difficult.
2. It would allow us to report an estimated “national market share” by the overarching product group.
3. It could, with interpretation and estimates, potentially lead to a general separation as to the size of the commercial and industrial markets.

Please [click here](#) to review the results of the study.

## Foundation Board of Directors

The Foundation Board of Directors oversees efforts to develop and implement strategies and recommend processes to advance and expand the commercial and industrial insulation industry.

### 2023 Board of Directors



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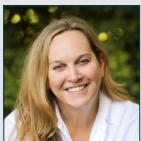
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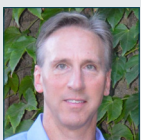
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## A STUDY ON INSULATION'S POSITIVE IMPACT ON ENERGY EFFICIENCY & EMISSION REDUCTIONS

The Foundation and National Insulation Association (NIA) commissioned—for the first time in the history of the mechanical insulation industry—a study to determine the impact mechanical insulation systems can have on reducing the demand for energy and greenhouse gas emissions. This analysis of high-service temperature ranges (150°F–800°F) examines and interprets an 11-year window of information. This webinar includes a comprehensive overview of the study results and an explanation of how these facts can help you and your customers understand the importance of mechanical insulation, and its practical application, in rapidly achieving decarbonization goals for companies, states, and our country.

- [View the results infographic here.](#)
- [Read the press release here.](#)
- [Read the Executive Summary here.](#)
- [Read the article from the November 2023 issue of \*Insulation Outlook\* magazine.](#)
- [Read the full Energy and Emissions Study here.](#)
- [View previously recorded webinar](#)

## BUILDING UP INDUSTRY TRAINING AND EDUCATION RESOURCES

The NIA Education Center, a subscription-based online learning management system, is a new concept in training and education for the insulation industry and was created to meet the growing need for easily accessible, on-demand training from a trusted industry source. Featuring over 50 courses, it is the go-to national resource for educational type training and information specifically designed for anyone who is involved in the mechanical insulation industry.

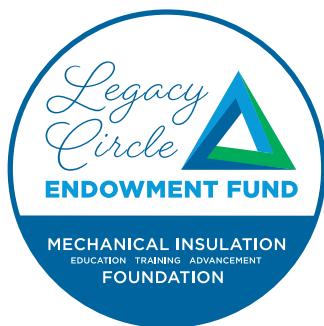
With Foundation funding used for content development, 20 to 30 courses are expected to be added to the Education Center each year. In 2023, the Foundation supported the development of the following courses:

- A Study on Insulation's Positive Impact on Energy Efficiency & Emission Reductions
- How to Identify Spam Emails
- How to do a LinkedIn Post
- NIA Resources
- Outcomes from FMI's Talent Development Study
- 5 Keys to Selling Success
- 9 Most Critical IT Security Protections
- 21<sup>st</sup> Century Prospecting
- Critical Steps to Secure Your Company's Data
- Fitting Factors

- FMI's Economic Forecast–South Region
- FMI's Economic Forecast–West Region
- k-, R-, and U-Values
- Measure through Methodology
- Mechanical Insulation Financial Calculator
- Password Security for Your Business
- Protective Covering–Categories
- Protective Covering–Types
- Scaffold Safety Tips for Your Business
- Understanding Different Types of Contracts
- Weather Barriers, Vapor Retarders, and Condensate Barriers-What Are the Differences?
- What Small Companies Need to Know about Cybersecurity

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## Legacy Circle Endowment Fund



The Foundation Board of Directors has approved a new opportunity to give back and support the work of the Foundation through The Legacy Circle Endowment Fund. With commitments already from two inaugural donors, the endowment fund will be a welcome addition, securing funds needed to create and sustain programs to advance the mechanical insulation industry.

Information about the endowment fund is available at <https://insulation.org/foundation/contribute/endowment/>.

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## Marketing the Thermal Insulation Inspector Certification Program and the Importance of Inspection of Insulation for Mechanical Systems

NIA's marketing efforts related to the benefits of the inspection process and the Thermal Insulation Inspector Certification Program remained a focus in 2023.

Work continued with guide specification organizations for inclusion of inspection language in their respective documents. In addition, we are happy to report that the following NIA Associate member companies have endorsed and/or either included, or are in the process of including , inspection language in their guide specifications:

- Aeroflex USA
- Alpha Engineered Composites, LLC
- Armacell
- CertainTeed
- Duna USA, Inc.
- Foster Products (HB Fuller Construction Products)
- Howred Corp.
- Johns Manville
- K-Flex USA, LLC
- Kingspan Insulation, LLC
- Knauf Insulation, Inc.
- Lewco Specialty Products, Inc.
- Owens Corning
- Polyguard Products, Inc.
- Proto Corporation
- R.P.R Products, Inc.
- ROCKWOOL Technical Insulation

## Thank You to Our 2023 Foundation Contributors

The Foundation is funded primarily through voluntary contributions from more than 50 member companies, regional associations, and industry organizations that support the mission of the Foundation and believe in its ability to advance the industry.

It is important to know that the scope of work that the Foundation operates within is based on the contributions it receives. All activities are prioritized based on funds available and with the oversight of the Foundation Board; priorities are constantly reviewed and shifted based on funding fluctuations. The Foundation will also be exploring grant opportunities to increase available funding for new programs.

Our contributor stakeholders believe that our industry will grow when our external audience is educated on the benefits of insulation. This commitment and forward-thinking stance align with the mission of the Foundation and sustain its future.

Companies within the mechanical insulation industry are busy managing their own businesses. By supporting the Foundation with your contribution, you allow us to promote industry awareness and educate the external audience on your behalf at a fraction of the cost compared to your company doing it independently.

Imagine what could be accomplished if every company that provides mechanical insulation products and services contributed.



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The Foundation's Board of Directors would like to thank all of the following contributors who make the work of the Foundation for Mechanical Insulation Education, Training, and Industry Advancement possible.

**FOUNDING ORGANIZATION CONTRIBUTOR: National Insulation Association—\$25,000**

### **GOLD ELITE**

#### **Annual Contribution of \$15,000**

Distribution International, Inc.  
Johns Manville  
Knauf Insulation, Inc.  
Owens Corning  
Performance Contracting, Inc.  
ROCKWOOL Technical Insulation  
Specialty Products & Insulation

### **GOLD**

#### **Annual Contribution of \$5,000**

Aeroflex USA  
Alpha Engineered Composites, LLC  
Armacell  
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Insulation Contractors Association of New York City  
Insulation Materials Corporation  
Irex Contracting Group  
Lamtec Corporation  
Thermal Insulation Association of Canada

### **SILVER**

#### **Annual Contribution of \$3,000**

Midwest Insulation Contractors Association  
R.P.R. Products, Inc.  
Southwest Insulation Contractors Association

### **BRONZE**

#### **Annual Contribution of \$1,000**

Advanced Industrial Services, LLC  
Advanced Specialty Contractors, LLC  
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DKB, Inc.  
Dover Insulation, Inc.  
Geo. V. Hamilton, Inc.  
Heat Frost and Thermal Insulation Education Fund  
Hudson Bay Insulation Company  
Ideal Products of America Holdings, LLC

I-Star Energy Solutions  
Kennedy Insulation Systems, Inc.  
K-FLEX USA, LLC  
L & C Insulation, Inc.  
Luse Thermal Technologies  
Midwest Materials Company  
Petrin, LLC  
Proto Corporation  
Southeastern Insulation Contractors Association  
Western Insulation Contractors Association  
WICA Wisconsin Insulation Advancement Fund

### **Don't see your company listed?**

To learn more about becoming a Foundation contributor, please see a staff member, visit [www.insulation.org/foundation](http://www.insulation.org/foundation), or email [foundation@insulation.org](mailto:foundation@insulation.org).

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## Looking Ahead

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With continued Foundation contributions and Legacy Circle Endowment contributors our focus in 2024 will be:

### THE DEVELOPMENT OF MECHANICAL INSULATION APPLICATION AND MATERIALS STANDARDS

- NIA and AMPP have entered into a partnership, signing a Joint Standards Development Agreement, aimed at establishing a unified mechanical insulation standards program.
- The benefits to the industry are as follows:
  - There are currently no universally accepted application industry standards for mechanical insulation.
  - Insulation system repair or replacement procedures are generally lacking in specifications.
  - Varying application methods are being used which can lead to confusion.
  - Many insulation specifications are out of date, incomplete, and open to varied interpretations.
  - Levels of mechanical insulation knowledge and focus are lacking at the engineering and facility owner levels.
  - Building and/or energy codes do not address application details
- A structured development and review process is in place to allow for industry consensus and for technical input at the NIA level and then through the AMPP Standard Develop process.
- The Foundation will be supporting this effort by providing funding for subject matter experts and other logistical items needed for the success of this initiative.

### EDUCATION & TRAINING

Continued content development for modules to be included in NIA's Education Center.

### MARKETING & AWARENESS

- Marketing the inclusion of inspection requirements in specifications and working with manufacturers to include inspections in the specifications.
- Provide content and expertise in areas that help promote the value of mechanical insulation.
- Provide presentations to various industry groups and government agencies on the value of mechanical insulation, the need for improved specifications, and the need for insulation inspections.
- Work jointly with AMPP to provide marketing of completed Standards.

The Foundation has a strong project “wish list” that contains ideas for initiatives that could be acted upon if funding levels were increased and sustained. It is our hope that with renewed and invigorated efforts to promote the value of the mechanical insulation industry's Foundation, that more support will result in more work to showcase the power of insulation.

For information about contributing to the Foundation or to the Legacy Circle Endowment, please visit [www.insulation.org/foundation](http://www.insulation.org/foundation).

[www.insulation.org/foundation](http://www.insulation.org/foundation)

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