

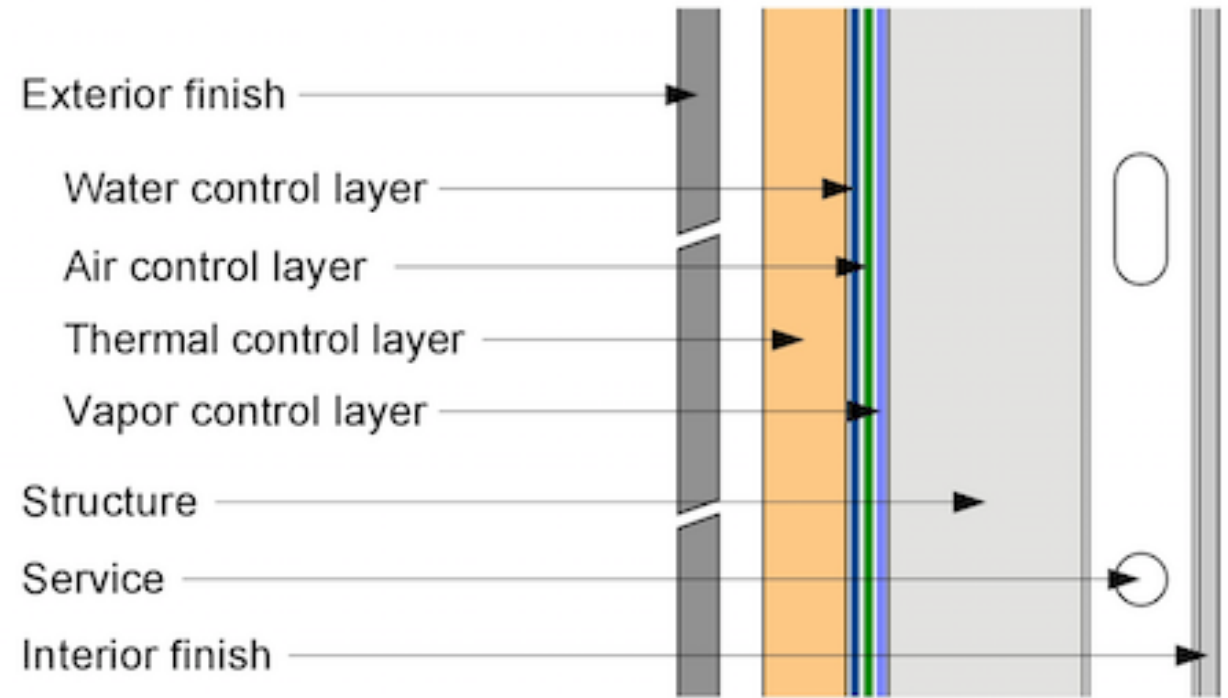
**RAiNA**

**IN ACTION**

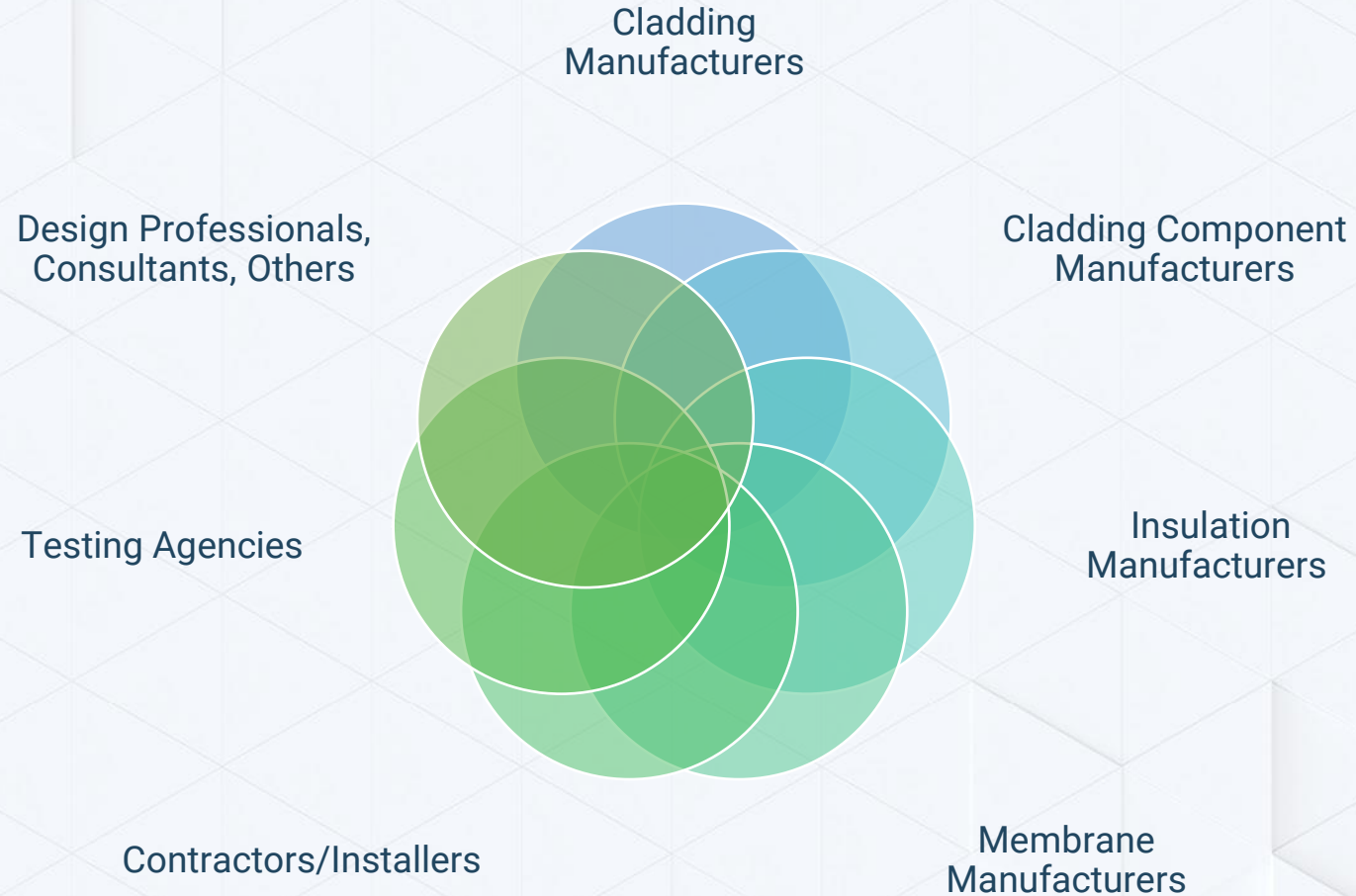
**2022/2023**



# WHY RAINA?

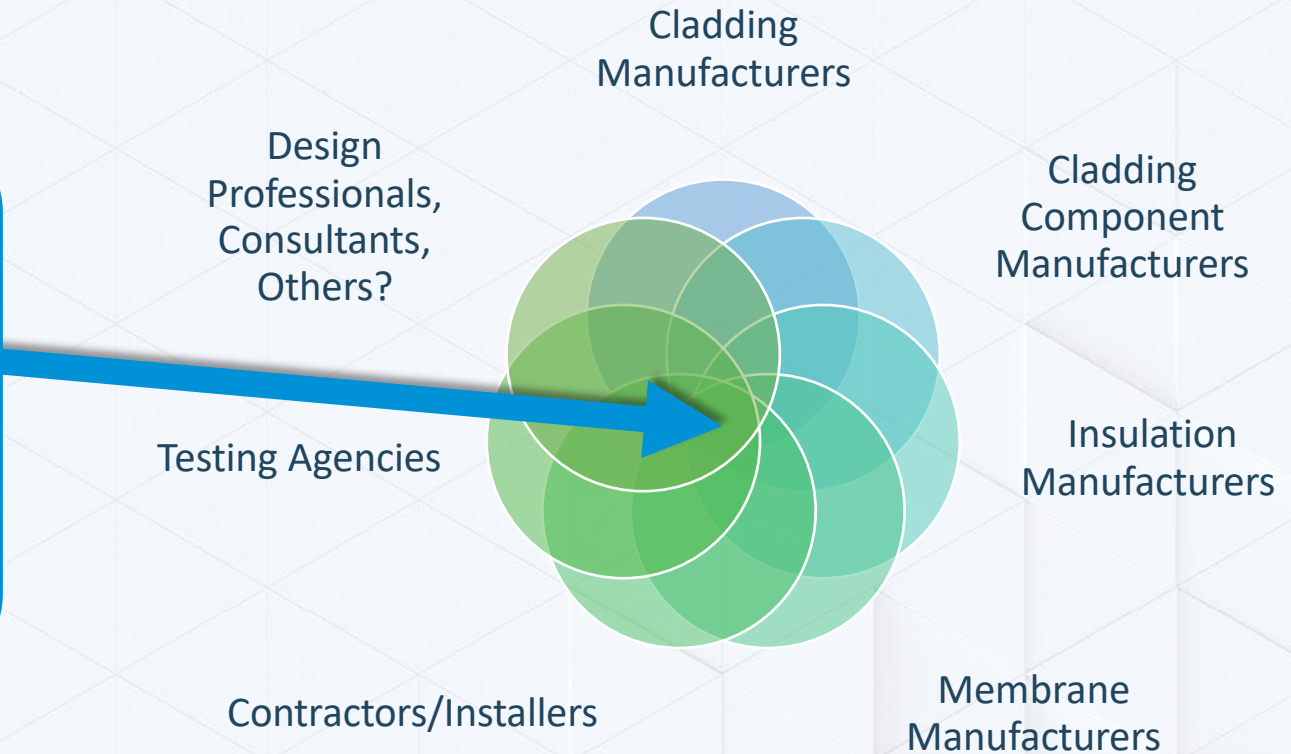


# WHO IS RAINA?



# RAINSCREEN ASSOCIATION IN NORTH AMERICA

**Successfully Installed  
High Performing  
Multifunctional  
Rainscreen Assembly**



# RAiNA

## VISION STATEMENT

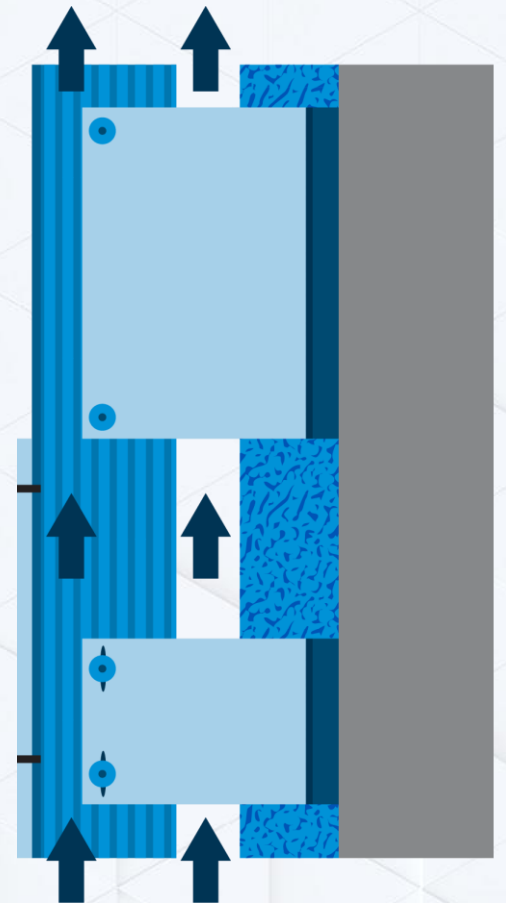
*Be the recognized rainscreen authority, supporting performance-driven rainscreen assemblies that contribute to more durable, resilient, healthy, energy-efficient, and safe buildings.*

## Mission Statement

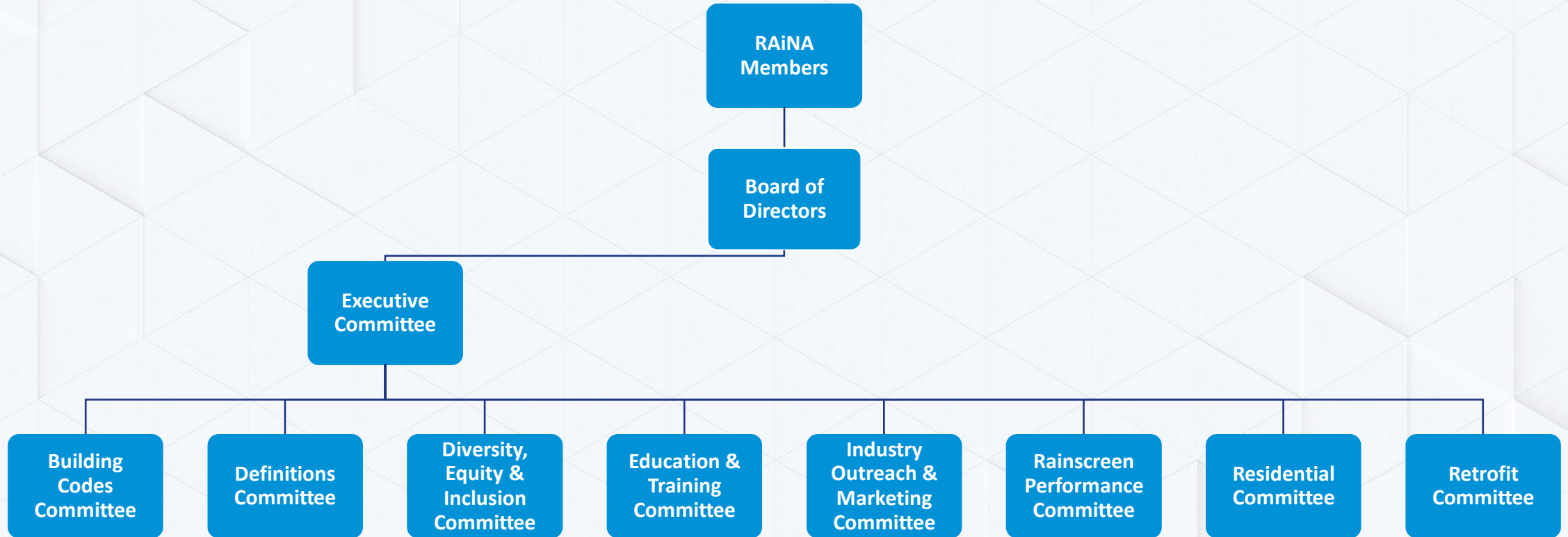
*To work together with our membership, industry and trade to be the recognized authority on rainscreen wall assemblies in North America.*

## Values

1. *Integration of Expertise*
2. *Building Science-Based Performance Criteria*
3. *Sustainable Long-Lasting Building Enclosures*
4. *Design Aesthetics*



# ORGANIZATIONAL CHART



# RAiNA – 2030 VISION

1. RAiNA will be a true North American coalition focusing on the interests of the United States, Canada and Mexico.
2. RAiNA will be an accredited SDO (Standards Development Organization).
3. In RAiNA, *the majority* of active and growing membership will be comprised of contractors and architectural firms participating both nationally and locally.
4. RAiNA will be the center of excellence for all things rainscreen. Industry and regulatory bodies will look to RAiNA for guidance and participation.



# MEMBERSHIP UPDATES

Membership Type	2022 Membership	2022 New	2023 Membership	2023 Renewed	2023 New	2023 No n-Renewed
Associate Member	24	6	32	20	12	5
Component / Material Supplier / Master Distributor	40	5	44	35	9	5
Industry Professionals	29	3	33	27	6	2
Testing Agency / Code Body	1	1	1	1	0	0
<b>Total Membership</b>	<b>94</b>	<b>15</b>	<b>110</b>	<b>83</b>	<b>27</b>	<b>12</b>

2023 Values represent membership at the end of each reporting month  
 2022 Values represent the entire year



As of August 31, 2023, there was a total of 83 members renewed from 2022, with a total membership of **110**.





# RAINA

## Milestones

# Time Line

2019

- Exploratory Meeting in Las Vegas, June 2019
- Meeting in Clearwater, FL. Decision to form a new association, December 2019

2020

- The official formation of RAiNA
- Incorporated January 1, 2020
- Election of Board of Directors
- First Annual General Meeting held

2021

- Published first Technical Document, August 2021

2022

- First In-Person & Networking Event Held, May 2022
- Product Category Rule for was created for Cladding Support Components and Systems, October 2022
- Member Spotlights

2023

- Creation of new Committee Retrofit
- Creation of Installer Training Program, February 2023
- RAiNA Hosted Monthly Webinars
- First RAiNA Conference, September 2023



# 2019

**June** - Exploratory Meeting of 15 People at the AIA Conference in Las Vegas

**December** – Industry Meeting in Clearwater, FL to decide to proceed as an association

# SUPPORTING PERFORMANCE- DRIVEN RAINSCREEN ASSEMBLIES

JOIN RAiNA

# 2020

**January 1** – RAiNA was incorporated

**February 28<sup>th</sup>** – Election of first Board of Directors

**April 6<sup>th</sup>** – First Annual General Meeting

**May 18<sup>th</sup>** - Committees were formed

**70 Member** Companies Joined

**68 Standing** Committee Meetings

**October** – Website Launched

**RAiNA**



**RAiNA**

RAINSCREEN ASSOCIATION  
IN NORTH AMERICA



Table 1 Example rainscreen wall assemblies (see also Table 3 and Table 4)

<p><b>Rainscreen over wood-frame wall</b></p> <ol style="list-style-type: none"> <li>1. Outer Layer: Cladding</li> <li>2. Cavity: Created by vertical treated wood furring strips</li> <li>3. Inner Layer: WRB attached to backup wall sheathing</li> </ol>	<p><b>Rainscreen over steel-frame wall with exterior insulation</b></p> <ol style="list-style-type: none"> <li>1. Outer Layer: Cladding</li> <li>2. Cavity: Created by vertical galvanized steel furring outboard of the insulation</li> <li>3. Inner Layer: WRB adhered to backup wall sheathing</li> </ol>	<p><b>Rainscreen over concrete/CMU wall with exterior insulation</b></p> <ol style="list-style-type: none"> <li>1. Outer Layer: Cladding</li> <li>2. Cavity: Created by vertical galvanized steel furring outboard of the insulation</li> <li>3. Inner Layer: WRB applied to concrete surface</li> </ol>	<p><b>Rainscreen over insulating concrete form (ICF)</b></p> <ol style="list-style-type: none"> <li>1. Outer Layer: Cladding</li> <li>2. Cavity: Created by vertical treated wood furring straps outboard of the WRB</li> <li>3. Inner Layer: WRB attached to surface of ICF</li> </ol>	<p><b>Cast-in place concrete rainscreen formed by intentional vented drainage layer</b></p> <ol style="list-style-type: none"> <li>1. Outer Layer: Cast-in place concrete</li> <li>2. Cavity: Created by vented drainage medium drained and open to exterior, outboard of WRB</li> <li>3. Inner Layer: WRB membrane at interior of vented drainage medium</li> </ol>	<p><b>Precast concrete rainscreen assembly formed by intentional vented drainage layer</b></p> <ol style="list-style-type: none"> <li>1. Outer Layer: Precast concrete</li> <li>2. Cavity: Created by vented drainage medium drained and open to exterior, outboard of WRB</li> <li>3. Inner Layer: Rigid insulation WRB inboard of vented drainage medium</li> </ol>	<p><b>Rainscreen over unconditioned wall outside building enclosure</b></p> <ol style="list-style-type: none"> <li>1. Outer Layer: Cladding</li> <li>2. Cavity: Created by vertical galvanized steel furring</li> <li>3. Inner Layer: WRB</li> </ol>
---	--	--	---	--	---	--

OCTOBER 6-8, 2021 IN TAMPA, FLORIDA

# METALCON

THE ONLY GLOBAL EVENT DEDICATED TO THE USE OF METAL IN DESIGN & CONSTRUCTION

# 2021

1. Technical Bulletin on Rainscreen Published
2. Term “**Rainscreen**” was approved to be added to the updated version of the **International Building Code**
3. **Membership grew 35% from 70 to 90 member companies**
4. **DEI Committee** was launched
5. Industry Presentations – BEC Chapters, CSI Chapters, and Metalcon Conference



FOUNDING  
MEMBER OF

**RAiNA**  
RAiNSCREEN ASSOCIATION  
IN NORTH AMERICA

MEMBER OF

**RAiNA**  
RAiNSCREEN ASSOCIATION  
IN NORTH AMERICA



**ABET LAMINATI**

*"Our organization has benefited from the increase in exposure of rainscreen as a result of RAINA's efforts."*

Grayson Braun, A&D/Promotion Manager

ABET LAMINATI PROUDLY SUPPORTS THE RAINSCREEN ASSOCIATION IN  
NORTH AMERICA

# 2022

1. Continued Membership Growth
2. First In-Person Meeting in Conjunction with ABAA (over 100 attendees)
3. Developed an Industry Product Category Rule for Rainscreen Clip/Attachment Components
4. Strengthened our social media effort, including member spotlights



**Dean Kauthen**  
National Sales Director  
USA

RAiNA  
HOSTED WEBINAR  
MEMBER PRESENTATION  
1 AIA CEU

## Advancements in Cladding Support Systems, Design and Performance



WED August 30, 2023  
1 PM EDT

**RAiNA**  
RAINSREEN ASSOCIATION  
IN NORTH AMERICA



**CONFERENCE** **RAiNA**  
CONNECT & CULTIVATE  
NEW YORK, NEW YORK  
RAINSREEN ASSOCIATION  
IN NORTH AMERICA



RAiNA x RDH

### Deep Dive into Rainscreens

An 8-Part Live Online Learning Experience  
with RDH Learn Building Science

**GRAHAM  
FINCH**



SESSION #1  
THE INTRODUCTION

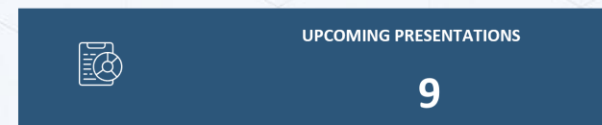
# 2023

1. Retrofit Committee Launch
2. RAiNA Monthly Webinars Launch
3. Deep Dive with Rainscreens Series (RAiNA x RDH)
4. Launched Installer Training Program
5. Continued Membership Growth – 110 current members
6. First RAiNA Conference...Today!

# Education

## SUMMARY OF EDUCATIONAL EFFORTS

AUGUST 2023



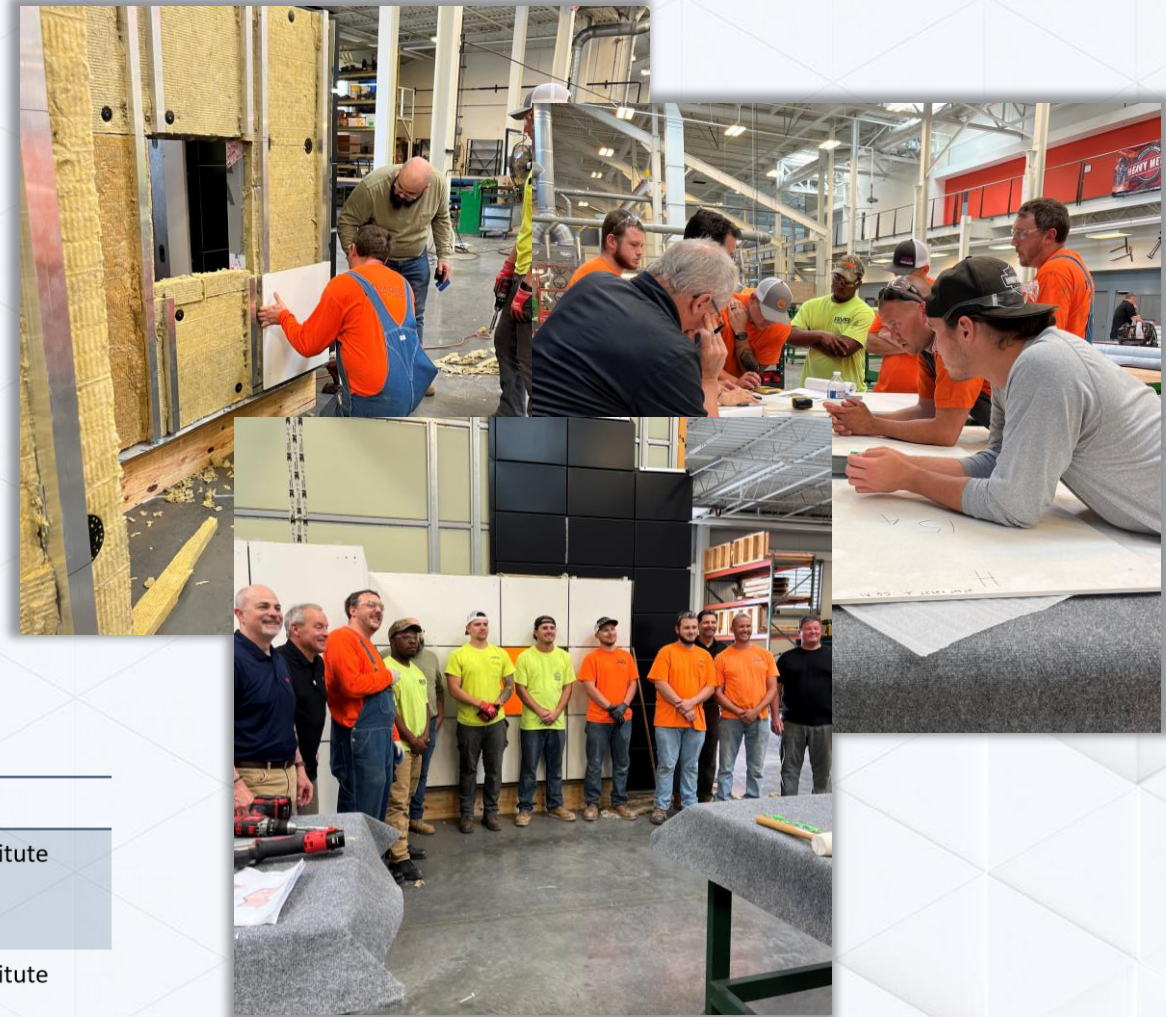


# Events & Visibility

## Design Professionals Presentations and Webinars

Date	Organizations & Topic	City/State/Virtual
Thursday, September 21, 2023	<b>RAiNA Conference: Connect and Cultivate</b> 1. Local Law 126: Fireblocking Requirements for Rainscreen in NYC 2. Retrofit Panel: How Did They Do That? - Retrofitting Facades on Buildings with rainscreen 3. Keynote: Drainage & Ventilation	NYC In-Person & Virtual
Wednesday, September 27, 2023	RAiNA Hosted Member Webinar: Elemex Solar Facades: Understanding Building Integrated Photovoltaics and Pressure-Equalized Rainscreens	Virtual
Monday, October 16, 2023	SMACNA: What Makes Rainscreen Walls Work	In-Person
Wednesday, October 18, 2023	Metalcon: Integrating Cladding in Rainscreens and the Differences Between the Two	In-Person
Thursday, October 19, 2023	Metalcon: What Makes Rainscreen Walls Work	In-Person
Wednesday, October 25, 2023	RAiNA Hosted Member Webinar: Advanced Building Products The Importance of Space	Virtual
Wednesday, November 8, 2023	METALCON LIVE! And RAiNA Presents: It Takes A Village	Virtual

# Training



Date	Location	Partnership
September 12, 2023	BAC LOCAL 1 CONNECTICUT – TRAINING CENTER (17B NO. PLAINS, INDUSTRIAL RD, WALLINGFORD, CT)	International Masonry Institute
October 27, 2023	BAC LOCAL 3 CALIFORNIA – TRAINING CENTER (25347 S SCHULTE ROAD, TRACY, CA)	International Masonry Institute

# Opportunities for Involvement

# How To Get Involved

- Join RAINA
  - Membership applications available online, or by scanning the QR Code
- Join a Committee
  - RAINA has 8 standing committees, all looking for active participants
    - Codes
    - Definitions
    - Diversity, Equity and Inclusion
    - Education & Training
    - Industry Outreach & Marketing
    - Performance
    - Residential
    - Retrofit
- Champion an Adhoc group in a committee
- Propose a project

Scan to Join RAINA



# Outreach By Everyone

## Become a Rainscreen Industry Ambassador!

- Growing association
- Vital element to position RAINA as a leader in the industry
- Share on social media platforms
- Interact with our posts
- Attend networking events

A vital element in positioning RAINA as a leader in the rainscreen industry. Broad-based outreach fosters increased visibility, recognition, and understanding of the association's work and goals. Every interaction, whether a social media post, a professional networking opportunity, or a casual conversation, can generate interest and attract new members or partners to the association.

Through these collective efforts, RAINA can continue to grow, strengthen its impact, and remain at the forefront of industry developments.