

NEWS



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Council of NAIMA Commissions Dutko & Grayling as its Integrated Government/Public Affairs Advisors

- *Insulation association to step up advocacy efforts on behalf of North American manufacturing industry* -

Washington, DC – The Council of NAIMA, the advocacy group for North American Insulation Manufacturers, today announced its selection of Dutko Worldwide and Grayling Washington as the organization's government relations and public affairs agency of record. In concert with the Council's policy contributions and strong member base, Dutko and Grayling will utilize their government relations and communications expertise to inform public officials of the importance of the insulation manufacturing industry. Specifically, the Council will highlight the significant cost savings that can be achieved simply by ensuring homes and buildings are properly insulated.

"We are excited to launch this relationship with Dutko and Grayling," said Kate Offringa, NAIMA President and CEO. "Our members have a tremendous story to tell. Every day, Americans enjoy the benefits generated by lower energy costs in their homes or places of business. Yet the most important contributor to that efficiency is often from a product they may never see – insulation. I look forward to working with Dutko and Grayling to help spread the word regarding our industry and the vital contributions it makes, to consumers and the economy alike."

Specifically, Dutko and Grayling will provide the Council with an integrated government affairs and media relations program. Those efforts will begin with the HomeStar and BuildingStar bills, but then broaden to include other initiatives impacting the insulation manufacturing industry.

"The integrated Dutko and Grayling Washington teams are honored for the opportunity to help develop the emerging Council of NAIMA into a leading force and voice for the advancement of innovative and pragmatic energy efficiency solutions," said Mark Irion, Chief Executive Officer of Dutko Worldwide. "Though energy policy has been a central issue on the Hill of late, most policymakers often overlook basic steps toward efficiency we can take today that will both reduce greenhouse gases or cut U.S. dependence on foreign oil. We look forward to helping the Council make its positions known on these issues and giving a stronger voice to the cause of energy efficiency before both Congress and the Administration."

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BACKGROUND

The Council of NAIMA

The Council of NAIMA advocates for policies and programs that encourage and/or incentivize increased energy efficiency in new and existing residential and commercial buildings and industrial applications. The Council also advocates for increased building energy efficiency codes and standards, leading to net-zero energy buildings.

The Council provides a focused voice for insulation and brings all types of insulation manufacturers together for the first time, leveraging the relationships and coalitions that NAIMA has built over its 75 year history.

Dutko Worldwide and Grayling Washington

Dutko Worldwide and Grayling provide clients with world class integrated global Government Relations, Public Relations, Public Affairs, Investor Relations and Events consultancy services. We have offices in 80 cities in 40 countries across Europe, the US, the Middle East and Asia Pacific and we are the second largest independent PR firm in the world.

In Washington, Grayling offers a broad array of advocacy tools to address a world transformed by the proliferation of interest groups, changing technology, and revolutions in the media. They integrate traditional bipartisan lobbying with research, polling, message development and testing, grassroots and grass tops advocacy, and new media strategies in state, federal, and international arenas.

Dutko Worldwide is a bi-partisan, multi-disciplinary government affairs strategy and management consulting firm.

Dutko Worldwide and Grayling are, respectively, the leading government relation and public relations brands of Huntsworth plc.

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