



PRESS RELEASE

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Stucco Questions...We Can Help!

Newport Beach, CA – In 1957, the Stucco Manufacturers Association (SMA) was founded as a non-profit trade association comprised of the major manufacturers of stucco in North America, as well as their related suppliers. The primary focus is to educate the professionals in the building industry. Architects, specifiers, plastering contractors, building owners, interior designers, color consultants, and suppliers all can benefit from the expertise of the SMA with the use of all their available resources.

Over the years the SMA website www.stuccomfgassoc.com has become a trusted and reliable resource for homeowners as well as the industry. Questions are emailed to the SMA office and then sent to members of the Board of Directors who respond within 24 hours. Our website contains many technical papers on such stucco-related issues, from “Care and Maintenance of 3-Coat Stucco” to “Efflorescence.” All of our papers are available by download free of charge from the website. According to current President Nick Brown, “Education and dissemination of useful technical information is a main focus of our group, who all feel passionately about stucco products and work together to promote their growth around the world.”

SMA this year designed and developed a 1-hour credit online course for architects through Ron Blank & Associates (www.ronblank.com). Ron Blank provides SMA with a list of those who have taken the course, and this is shared with our members.

SMA has produced two DVDs on the history of 3-coat stucco and the proper way to install 3-coat stucco. They are available for purchase through our website. SMA has available a Stucco Resource Guide for purchase through our website as well.

Our meetings are educational and very informative, and range from the economy to use of sand in the production of 3-coat stucco. We hold four meetings a year and all are sold out in advance. Non-members are welcome and must prepay. Membership is encouraged.

“As WWCCA’s Technical Director, I find SMA’s online resources to be excellent reference documents. In addition, my staff and I attend the SMA lunch seminars and find the speakers to be engaging, timely and insightful. I recommend anyone involved in the plastering industry to participate in the SMA.” *Michael M. Logue, Director WWCCA/TSIB*