

**Work sample: Meredith Hunt**

**Client: Intertech Flooring Company**

**Advertorial published in *Rio Grande Valley Business Journal* (June 2008)**

### **Intertech rolls out the green carpet in the Rio Grande Valley**

The arrival of Intertech Flooring to the Rio Grande Valley has created more than just another option for businesses in need of new flooring. A full-service commercial flooring specialist, Intertech offers solutions to clients that are unique among flooring companies in the region. In addition to traditional flooring installation and maintenance, Intertech has introduced to the Rio Grande Valley innovative services and products such as “raised computer flooring,” carpet recycling and other environmentally-conscious, or green, building solutions.

Founded in 1988, with offices in Austin and San Antonio, the award-winning Intertech opened a third office in Mission last year. Scott Richter, a 17-year employee who previously worked in the company’s San Antonio office, is Intertech’s Rio Grande Valley operations manager. Richter says the decision to open an office in the region grew from previous work that Intertech had completed for general contractors in the area who asked Intertech for a local presence. He says that opening the Mission office has filled a “niche” and that “business is booming” in the Rio Grande Valley.

### **Who is Intertech?**

Intertech works directly with architects and designers, general contractors, and building owners and managers to determine the appropriate flooring needs of its clients in commercial settings, including corporate, high technology, bio technology, health care, retail/hospitality/sanctuary and institutional.

Intertech has served major clients in Austin and San Antonio such as Dell Children’s Hospital, Motorola, Circuit City, USAA Bank Services, Zachary Construction, City of Austin City Hall, and Advanced Micro Devices.

### **Unique Offerings in the Rio Grande Valley**

Intertech offers its clients an array of traditional options when it comes to flooring: stone, wood, ceramic, carpet, custom rugs and resilient (rubber, vinyl and linoleum) floor products.

However, in addition to these more conventional flooring options, Intertech is the only flooring provider in the Rio Grande Valley that offers raised access flooring. Raised access floors conceal air ducts, piping, Internet and other computer network wiring but enable easy removal for maintenance. Intertech began installing raised computer flooring in the early 1990s in high tech environments and later expanded it to other commercial environments, such as call centers. Raised access is also a good choice for businesses located in older buildings with imperfect or asbestos-based flooring.

Another flooring option offered exclusively in the Rio Grande Valley by Intertech is underfloor air and modular wiring (or “UFE”), which is used in conjunction with raised access flooring. UFE’s modular distribution of air, power and data can reduce energy consumption and lower energy bills.

Another way in which Intertech distinguishes itself among commercial flooring companies is its commitment to green building solutions. The U.S. Green Building Council established a Leadership in Energy and Environmental Design (LEED) rating system to act as a benchmark for the design, construction and performance of green buildings. Ratings are based on a system in which points are given for elements of design and construction that abide by green principles. Flooring itself cannot receive LEED certification but

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incorporating green methods into the design and construction of floors can lead to the acquisition of LEED credits.

Flooring choices can contribute to LEED credits through installing products made from recycled or natural materials, using green-friendly installation techniques or recommending energy efficient flooring solutions such as raised access flooring or UFE.

Earlier this year, the *Austin Business Journal* awarded Intertech with its 2008 Going Green Award in the large business category. With one-third of its total revenue in 2007 coming from LEED projects, Intertech is one of the foremost installers of LEED certified flooring in Central Texas and is one of the only flooring professionals in the nation that employs a LEED accredited contractor.

In addition to incorporating green elements into its floor design and construction, Intertech is known for its carpet recycling efforts. According to Richter, Intertech is the only commercial floor company in the Rio Grande Valley that recycles all of its carpets. When a client hires Intertech, it can be assured that “no carpet is going to landfill,” says Richter. According to Carpet America Recovery Effort, five billion pounds of carpet went into landfills in 2003. Richter says that, partly because of Intertech’s emphasis on green-friendly practices, architects and potential clients have begun to learn about and include LEED and recycling requirements in their building specifications.

**Clients in the Rio Grande Valley**

In the Rio Grande Valley, Richter says the majority of Intertech clients are in the higher education, government (including the U.S. Border Patrol), manufacturing, retail and health care industries. Intertech is currently serving two University of Texas campuses – Pan American and Brownsville, South Texas College, and Texas A & M’s agricultural research center. Intertech recently completed a 20,000-square foot installation of raised access flooring at Compass Bank’s South Texas Operations Center in Pharr, Tex. The City of McAllen recently contracted with Intertech to remove carpet from two of its branch libraries and install new carpet tile.

**High-Touch Customer Service**

Richter says that clients in the Rio Grande Valley are very pleased with the level of service that Intertech offers. “Some of our clients are not used to the service quality we offer,” he says. In addition to consultation and installation services, Intertech offers a program called Continuous Care Maintenance. Clients of this program receive a customized maintenance plan, which teaches them about daily care and provides regular maintenance services for their floor products.

Intertech approaches each client relationship with a customized solution for its unique flooring needs. Scott Richter believes the company’s Rio Grande Valley clients are no exception, and he sees huge opportunity in this marketplace. Richter believes the qualities that make Intertech distinctive in Central Texas, such as green building, carpet recycling, UFE and raised computer flooring, will contribute to its continued success in the Rio Grande Valley.

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