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Flooring company lays green underfoot

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Baron Adelmann and his company, Techniquex LLC, are bringing a little green to the floor.

The Tempe-based company has been installing flooring in commercial and industrial spaces since 1984. Adelmann, the company's founder and owner, jumped on sustainability several years ago — about the same time builders started to look at green methods.

His products, including the Diamond-Stone line, are designed specifically for buildings looking for a green appeal or going for the U.S. Green Building Council's Leadership in Energy and Environmental Design certification.

The company's latest project is replacing concession and restroom flooring at Chase Field in Phoenix. That contract comes on the heels of work for Reliant Stadium in Houston and an ongoing project for the Dallas Cowboys' new stadium.

Adelmann said Techniquex has worked to build a reputation for quality, and doing more products that had a sustainable base proved to be a catalyst for business.

"It was like the doors opened and everybody wanted to talk to us," he said.

DiamondStone products include locally made materials mixed in ways that mimic marble and terrazzo, while limiting or eliminating the amount of volatile organic compounds in their epoxy coating. Techniquex rolled out that line in 2004, but was looking for ways to become more sustainable as far back as

1999, Adelmann said.

Use of local materials is an element of LEED certification, one of six categories that are rated on a total 100-point scale. Every aspect is judged, and one point can mean the difference between platinum and gold or another standard. Adelmann said more developers chasing that certification are contacting Techniquex.

"If a customer is trying to build a LEED-certified building, we can probably help with two or three points," he said.

Using local materials also cuts costs, and he can pass along those savings in job bids, Adelmann said.

"What we're known for is big jobs that have to be high-quality and reasonably priced," he said.

The work at Chase Field was expected to wrap this week. The project at the Cowboys' new stadium will take about a year. That contract involves putting in about 700,000 square feet of customized epoxy flooring.

Techniquex got into stadium flooring through its work on Reliant Stadium before Super Bowl XXXVIII. The company installed more than 359,000 square feet of flooring in 18 days, finishing about four days before the game.

Bill Bury, project manager for Manhattan Construction Co. of Houston, did work at Reliant Stadium at the same time Techniquex was there, and he helped land the company work on the Cowboys' new stadium, which Manhattan also is coordinating. He said the floors are particularly important in a stadium capable of holding 100,000 people.

"It really needs to work and be reliable,

and from all accounts we've had from Houston, they've been great," he said.

While Manhattan's considerations were based more on time than on sustainability, other companies are keeping a keen eye on their green ratings.

Sundt Construction Co. is using Techniquex for flooring on a project in Phoenix specifically because of its green aspect.

"Everybody is getting more environmentally friendly. ... It's definitely a plus," said Bo Wenzl, a general superintendent at Sundt.

Despite the recession, Techniquex's business is booming. Six months ago, it had about 65 employees.

Today, it has about 92 and still is being contacted for more work, Adelmann said.

In addition to stadiums, Techniquex has worked on a host of industrial sites and airplane hangars, as well as jobs for Wal-Mart Stores Inc., Coca-Cola Co., Frito Lay, PepsiCo Inc., General Motors Corp. and The Boeing Co.

There is one drawback to installing an environmentally sensitive floor designed to last a decade or more: no repeat business for a long time, Adelmann said.

"That's probably the only weakness in our plan," he said. "We do a floor for you, and we probably won't hear from you for 10 years."

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Techniquex LLC: www.techniquex.com

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