

Wall-tech, Inc.

When "Good" Is Nowhere Near Good Enough

"Good is the enemy of great."

That opening line to Jim Collins' bestseller, *Good to Great*, is also the defining truth that has made Wall-tech, Inc. an industry leader in drywall system construction. They have earned the reputation of being #1 in quality in the Midwest for metal-stud framing, drywall, taping, finishing, EIFS, stucco, plaster, firestopping, fireproofing, K-13 acoustical spray, and intumescent.

Under the leadership of founder and president, Dale Doering, Wall-tech is committed to greatness both in the big picture of their company philosophy and in every tiny detail from beginning to end.

A Long List of Satisfied Customers

For some businesses, turnover is everything – get the job done fast to make room for the next customer. Different philosophy at Wall-tech – get the job done extremely well to create a repeat customer. Once a general contractor uses Wall-tech, they tend to become a preferred subcontractor. The result is a steady stream of repeat business from customers who are more than satisfied.

Satisfaction comes not just from great results, but also from a worry-free process every step of the way—even on projects where huge headaches seem inevitable. In an industry where renovations and expansions are just as common as new construction, Wall-Tech thrives on innovation and adaptability.

On the Dane County Airport project, Tim Bogenschneider, Project Manager at Tri-North Builders, was working with the lofty plans of an ambitious architect. "Wall-tech was instrumental in our success at maintaining a difficult schedule on a very complex and detailed open remodel/addition project to the terminal," said Bogenschneider. "The project consisted of multiple overlapping phases that affected about 80-90% of the building while the airport, airlines, and others tenants remained operational."

Murphy's Law usually runs rampant on that type of job. How does a contractor deal with the problems that are sure to pop up? Deal with them before they happen. As Bogenschneider observed, "Close coordination with and input from Wall-tech's field superintendent helped us identify and solve potential problems. Working with Wall-tech, we were able to drive

the schedule and keep each phase and each subcontractor moving toward the common goal of completion."

Time and again, Wall-tech, Inc. has shown the ability to turn good projects into great ones. Perhaps nowhere was that more evident than on the project at the Greenway Office Building, where they added four floors to an occupied building while it was still being used. By pre-fabricating the structural stud roof cornice system into panels and erecting them with a crane, they were able to add an 18-foot overhang above a high-traffic area while ensuring maximum safety and pristine quality.

Anyone can see what Wall-tech can do by looking at their work. But the true measure of greatness is how a company completes their work, and they have procedure down to a science. On EIFS jobs, for instance, their 30-point final inspection ensures the utmost quality and endurance for every job regardless of size.

The True Measure of Success

The quality of the job is evident to the eye, but the quality of the process comes through in the responses of clients. Ryan Marquardt of Engineered Construction, Inc. said, "From the solicitation of the bid to the final project, Wall-tech is a very professional

company. Bids get turned around quickly, the field crews push the schedule, and the final product is of the highest quality."

"It is always a pleasure to work with Wall-tech," said Bogenschneider. They are sensitive and responsive to tight schedules. The support from the office is timely and thorough. They provide the cooperation and manpower necessary in the field to get things moving, keep momentum, and ultimately make the completion date. The quality of their work is exceptional. I have worked with Wall-tech on projects varying in size and complexity and never been disappointed. They have qualified people at all levels that take pride in their work and it shows."

Dan Schmitz of Oscar J. Boldt Construction agrees. "Wall-tech has been a very good addition to our contractor team," said Schmitz. "I would highly encourage you to add them to your next project team; they will definitely be able to set the bar for the rest."

If you want good results, the options are endless. If you want *great* results, contact Wall-tech, Inc. ■

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GREENWAY OFFICE BUILDING—VERTICAL EXPANSION

GENERAL CONTRACTOR: Kraemer Brothers

WORK PERFORMED: Drywall, metal stud framing, panelized roof cornice system, EIFS, firestopping



DANE COUNTY REGIONAL AIRPORT—ADDITION AND RENOVATION

GENERAL CONTRACTOR: Tri-North Builders/Gilbane & Oscar J. Boldt Construction

WORK PERFORMED: Drywall, metal stud framing, plaster, fireproofing

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Wall-tech, Inc. has been a member of the AGC of Wisconsin since 1987.