

## Building a reputation together

*Seal-Tech, Inc., Clinton Township, Michigan, is a contracting firm specializing in weatherproofing, waterproofing, special coating, and building restoration. Seal-Tech president Tim Cislino explains how his company's relationship with the Building Materials Industries division of Dow Corning has been beneficial for both.*

Seal-Tech, Inc., is more than a customer. Dow Corning is more than a supplier. "Working closely with Dow Corning both in the laboratory and in the field has formed a unique relationship between manufacturer and contractor," says Tim Cislino, president of the Michigan-based contracting firm.

As a leading-edge contractor specializing in weatherproofing and building restoration, Seal-Tech installs Dow Corning® brand sealants and coatings exclusively. But the relationship doesn't stop there. Seal-Tech is also involved with Dow Corning in the laboratory, consulting on new-product development based on Seal-Tech's insight of field application issues. Once a new product has been developed, Seal-Tech tests it in the field prior to full-scale market introduction. "Dow Corning's recognition of Seal-Tech's professional input is something in which I take great pride. Teamwork can

be wonderful," says Cislino, who has spoken at Dow Corning seminars and assisted with "hands-on" demonstrations for Dow Corning personnel.

For Cislino this teamwork is based on mutual respect and integrity. "There is much more to our relationship than professional integrity. Personal integrity plays an important role. I believe the two go hand-in-hand. In the contracting business, where contractors are often perceived negatively, I treat my customers' investments as if they were my own." Using long-lasting Dow Corning brand materials is one way of protecting those investments.

Partnering with Dow Corning gives Cislino a unique approach toward prospective customers.

"We always try to go in as more of an educator," he explains, showing building managers that by using Dow Corning materials they will have long-term solutions to their weatherproofing problems. Every time Seal-Tech completes a renovation with these durable silicones, Cislino

jokes, "There goes another job we'll never see again."

Fortunately, there are enough projects needing renovation to keep the company growing. Having built a successful business in the Midwest based on a reputation for quality workmanship with quality materials, Seal-Tech is poised for expansion. They recently opened two offices in California and have plans to grow throughout the United States and Canada. "We want Seal-Tech, Inc., to be the best company it can be," says Cislino. "Promoting Dow Corning brand materials is not difficult. When you believe in something it is easy to sell. We are proud of our association with Dow Corning."

Seal-Tech, Inc., can be contacted at (800) 326-0820 or (800) 793-4389.



Foothill Glass Company Headquarters, Irwindale, California, was coated by Seal-Tech, Inc., with the new Dow Corning® AllGuard Elastomeric Coating. The coating provides the benefits of weatherproofing and the aesthetics of custom color.

I was personally profiled in Dow Corning's industry publication, Materials News. It was an honor to be profiled, as it demonstrated the partnership between STI and DC. With DC being the world leader in silicone technology, STI was determined to always be on the cutting edge of technology and application, while always wanting to give customers the best there is.

STI and DC teamed up on the development, testing, and implementation of new materials that are considered the premium products on the market today.

We teamed up on many projects throughout the US. STI continues to promote these products (among others) for customers today for one reason: because they are the best products that are in my customers best long-term interests. Period.