



**Draft for review: 10/30/12**

Media Contact:  
Blair Ciecko  
708-655-2045  
blairc@celticchicago.com

## **Tecta America Zero Company Receives Prestigious 2012 Better Business Bureau Torch Award for Marketplace Ethics**

*Roofing company recognized for committing to and realizing ethical business practices*

**Rosemont, Ill. — October 8th, 2012** — Tecta America Zero Company, part of Tecta America Corp., the nation's leading commercial roofing contractor, received the Cincinnati Better Business Bureau's (BBB) prestigious "2012 Torch Award for Marketplace Ethics." This award, presented on Oct. 17 at a gala event at Cincinnati's Duke Energy Convention Center, recognized companies that are committed to ethical business practices, both in their approach to clients and their approach to employees.

"Tecta Zero is greatly honored to be the winner of the 2012 BBB Torch Award for Marketplace Ethics," said Jonathan Wolf, president of Tecta America Zero Company. "The ethical business practices that this award stands for are a reflection of what our Tecta Zero customers see on every project, and are a reflection of how we operate today and always."

"We are not going to do anything differently because we won this award; we won this award because we already do things differently."

According to the BBB, each year its Torch Awards program, which has been presented nationally since 1996 and locally in Cincinnati since 2001, promotes "trust in the marketplace and honors local businesses and public charities for their outstanding commitment to fair, honest, and ethical marketplace practices." Businesses are nominated from the community and judging of the extensive 7-part entry form is conducted by an independent, blue-ribbon panel of community leaders and professionals.

Tecta America Zero, with offices in Cincinnati and Louisville, Ky., was founded in 1929 and became a part of Tecta America in 2002. With approximately 130 employees between both offices, it provides commercial and residential roofing and architectural sheet metal services to a variety of commercial/industrial and residential clients.

Operating ethically has always been *the* primary consideration for Tecta America Zero and these high standards are fully embraced by the company's employees as well as by Wolf. As a third-generation operator of the commercial roofing business, Wolf and his team follow simple, yet clear and effective ideals regarding business ethics, and these practices are non-negotiable.

- Don't lie
- What's right is right

- No matter ~~Regardless of~~ how far you have gone down the wrong road path, ~~you can~~ always turn back
- Return phone calls and e-mails in a timely manner

Wolf iterates that there is no room for exceptions in operating ethically, and Tecta America Zero anticipates continued growth through a conscientious business model, knowledgeable team and a continual assessment of the best approach to meeting customer needs.

"It's easy for me to talk about this because it's what I believe in and why we've been successful," Wolf said.

### **About Tecta America**

Tecta America is the largest commercial roofing contractor in the U.S., providing roofing solutions nationwide. Ranked the top U.S. roofing firm of 2012 by *ENR* magazine, Tecta offers the responsiveness of a local roofing contractor backed by the resources and stability that a national firm provides. With unsurpassed technical expertise and certification to work on any roofing system, Tecta America has the manpower and logistical infrastructure to handle any project complexity. Services include roof installation, roof replacement, new construction, disaster response, repair, restoration, maintenance, green roofing, solar photovoltaics, daylighting and full-service national roof asset management. For more information, visit us at [www.tectaamerica.com](http://www.tectaamerica.com).

###