



NO WHERE BUT TEXAS

Dear Friends of Texas,

When I travel beyond the Red River, people often say, "You don't have a Texas accent... how come?" I have two responses: "Well, I can turn it on for you, if you'd like..." At which time they usually throw up their hands and exclaim, "NO! NO! That is perfectly fine!" My second response includes our standard Texas sense of humor when I reply, "I have removed my tongue from my cheek and therefore you can understand me!" This is the spirit of the newsletter. As Texans, we do have a different sense of humor that some of our fellow citizens just can't understand or appreciate.

The focus of this newsletter is the recently completed project in the heart of our state, the **Scott and White Hospital** addition that serves Central Texas from atop the hill in Temple, Texas. Along with this focused case study, please take a moment to read the letter on the back side. It is truly a Texas treasure. Just know, that unlike so many of the Texas tales you hear, you can believe this man. "Why *should* I believe him?" you ask. Because who else would take the time to write a letter like this unless it was true! I am sure he would have rather been fishin'!

Kindest regards,

Philip Einsohn
President



TEMPLE, TEXAS: When Waterjet Works! began this project back in 2004 they were invited to come to Austin to consult with the interior design team at Page Southerland Page Architects (PSP). They were interested to learn more about Waterjet Works! capabilities beyond the obvious of waterjet cutting. Waterjet Works! had recently completed seven floors at **Vanderbilt Children's Hospital** in Nashville, TN. Each floor was unique and filled with creativity. PSP wanted to learn more about how to insure that their designs would be handled in the same manner.

Waterjet Works!' ability to listen to their concerns in the design phase proved to be extremely beneficial to everyone as the project progressed.



HOW MUCH? There was not much need to move forward with PSP's creative designs if it would not meet their budget constraints. Waterjet Works! was able to give them a budgetary figure to work with that was actually below their expectations. When it came to selecting a floor covering for these areas, Ron Pauley notes that he and his team investigated a number of different materials. "We looked at the cost, as well as the advantages and disadvantages of each. We even installed trial floors in high traffic areas to see how they held up." Following the tests, vinyl composition tile was chosen for all the patient rooms, clinical care corridors and a number of examination rooms. Armstrong vinyl composition tile was the manufacturer of choice for numerous reasons: quality, availability, and the largest variety of colors to coordinate with the interior finishes and floor insets. Since Waterjet Works! has worked closely with Armstrong and its distributors over the years they were able to include material estimates as well.



PLANNING AHEAD: What historically happens when there are unusual design elements is that the designers take an extraordinary amount of time to draw and select materials only to have them 'value

engineered' out when they get to the other end. Ever been there before? Most often this transpires because of poor specifications and poor communication. Waterjet Works! helped with some "preventative maintenance" to insure success on the hospital's floors.

Waterjet Works! provided:

- preliminary pricing before extensive time was spent in the design phase
- design assistance to maximize efficiency
- specifications to help insure the success of the project
- subcontractor qualifications to insure proper communication
- an "open door" policy to the General Contractor to assist with communication
- weekly updates to all participants involved in the project from interior designer, architects, project managers, flooring contractor and general contractor. Good communication is the essential key that leads us to a successful conclusion.

INSURANCE POLICY: As part of the specifications, Waterjet Works! must communicate in a professional manner. How is this accomplished? When the flooring contractor doesn't understand the importance of good communication, Waterjet Works! is pro-active in explaining the importance of how we need to begin early so that sufficient time is allowed to complete the project.

UPDATES: With the use of Waterjet Works!' all parties know exactly where they stand. The previous updates are included in the email as a timeline. If the materials haven't arrived, Waterjet Works!' customer service department is pro-active in notifying the client AND will put everything in writing so that there is a track record of each step along the path. With knowledge, you are "insured" of minimizing the vast number of potential problems.





PARTNERS: If you are looking for someone to simply cut your designs with a carpet blade, then there is no need for specifications. If you are looking for a “partner” in the process, then writing a good set of specifications will not only create a professional partnership, but also insure your success. The Scott and White Hospital required an experienced flooring installation team who understood the nuances of medical facilities, a variety of materials, intricate floor designs and proper installation. Robert Morris with Accent Flooring in Austin, Texas, exceeded these qualifications. He had his hands full with floor preparations beyond the norm. Good planning paid off.

Mr. Morris states, “While we were focusing on our job, Waterjet Works! was attacking theirs. It was most definitely a team effort. I trusted Waterjet Works! to get their job done and they did it. We are very proud of the final results. Where else do you get a chance to install such fun...only in Texas!”



WHY WE DO WHAT WE DO: We can laugh at ourselves all we want, but when we remind ourselves why Page Southerland Page went to this level of design and fun, it makes it all worth while. If you have to be a patient in a hospital, I wouldn't want to be... “no place else but deep in the heart of Central Texas!”

On behalf of all the children who will have to come to this hospital, Thank You, Page Southerland Page, for your great designs!

See our web site for additional photos... (Keyword: Scott)

Recently completed projects north of the Red River:

- The White House Press Room, DC
- HGTV's Curb Appeal, Washington, DC
- Blue Ribbon School of Excellence, Ocean City, MD
- St. Agnes Hospital, Baltimore, MD
- Schaeffer's Landing, Brooklyn, NY
- Omni Hotel, New Haven, CT
- Buck County Hospital Labyrinth, PA
- BiLo Grocery, Greenville, SC
- Community North Hospital, Indianapolis, IN
- John Q. Hammond Hotel, Madison, WI
- Opryland Hotel, Nashville, TN
- Keesler Air Force Base, Biloxi, MS
- Harras's Hotel, New Orleans, LA
- Hilton Hotel, Branson MO
- Cinderella's Castle, Disney World, FL
- Tampa General Hospital, FL
- First Baptist Church, Fairhope, AL
- Providence Hospital, Mobile, AL
- Arkansas Air Force Base Logos



Recently completed Texas projects:

- Hermann Hospital, Houston
- Cypress Creek Hospital, Houston
- Looscan Library, Houston
- MD Anderson Cancer Center, Houston
- Baylor Medical Center, Ft. Worth
- Stephan F. Austin College, Nacogdoches
- Covenant Lakeside Medical Center, Lubbock

BREEGLE

Building Products, Inc.
2213 Grant Street
Wichita Falls, TX 76309

Fax
940-322-3414
Phone
940-322-3129



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Philip Einsohn
Waterjet Works
11305 Indian Trail
Dallas, Texas 75229

Dear Waterjet Works,

I am writing you instead of calling because I still have a little "crow" stuck in my teeth. You were right. I should have never gone down the street to another waterjet cutter. I can not tell you how many times I have told customers that not all flooring contractors are alike and how they need to be aware of the difference. Yet, I forgot that lesson when it came to your services. I now know, first hand, that not all waterjet companies are created equal. Your quality is far superior. Your cuts are cleaner and your understanding of the materials made your logos turn out twice as nice as the wire cutters.

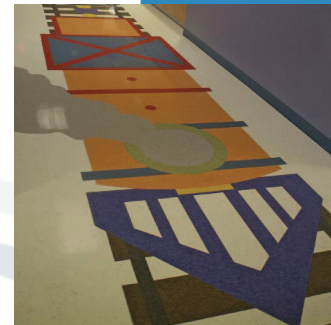
The way in which you handled my order also will keep me coming back to Waterjet Works. You didn't have to turn my project around in short order, but you knew that I was in a bind and performed beyond the norm. You have made us a customer for life. We appreciate all your efforts.

Your crow eat'n client,

Bobby Diltz

See our web site for additional photos... (Keyword: Scott)

WWW.WATERJETWORKS.COM



Photos: Credit to Scott & White Hospital

**Come visit us at
Healthcare Design 07! (Booth #907)
Dallas, Texas November 5-7th**

Please contact us for more information at 800.856.0972 or service@waterjetworks.com

WWW.WATERJETWORKS.COM