



## **How to Consider the Total Cost of Ownership on Spray Foam Equipment**

When you are a Spray Polyurethane Foam (SPF) insulation business owner, there are many factors that come into play when you decide how to fulfill your equipment needs.

Options include buying new or used equipment, renting and leasing renting. This is not to mention the various options you have when it comes to model and brand. Leasing and rental often comes with a rent- or lease-to-own option; new or used equipment is commonly financed.

However, it's important to realize that the actual price of SPF equipment does not stop just because you pay for a piece of machinery or supplies. In fact, numerous factors continue to impact how much SPF equipment "costs," including the SPF itself, as well as operation, maintenance and repair costs.

This is where the total cost of ownership comes into play.

# What Does Total Cost of Ownership Mean?

Simply defined, true cost of ownership is a calculation that takes into account a piece of equipment's purchase price, maintenance costs, depreciation, insurance, interest and more. It is only when all of the above factors are considered that you can truly understand how much SPF equipment really "costs."

With this in mind, it is important to realize smart SPF equipment distributors today not only provide quality equipment, but also valuable information on equipment best practices and cost-saving operation methods, as well as unparalleled customer service.

These factors can help you not only improve your total cost of ownership, but also can ultimately make a difference to your SPF company's bottom line.



# Why Total Cost of Ownership Matters

Total cost of ownership matters because, as you are probably already aware, buying SPF equipment is a pretty big investment, easily the largest capital outlay for the business.

One immediate implication is that the lowest purchase price isn't necessarily the best.

While it makes a difference if all other factors are considered equal – for instance, Machine A is a better choice than Machine B if Machine A has a lower sticker price and the two machines are otherwise the same – total cost of ownership comes into play because equipment, and more importantly, customer support is not all the same.



# When Top-Notch Customer Support Trumps Everything

A full service equipment and parts supplier, Intech Equipment and Supply features a wide range of industry manufacturers, providing the best in trusted industry equipment and backed by accessible, expert customer service. Our online store features equipment for spray foam insulation, spray foam equipment parts and turnkey mobile spray rigs, as well as traditional roofing equipment and safety equipment.

While many of our SPF equipment competitors commonly beat us on price, it's important to understand the phenomenon surrounding total cost of ownership.

More specifically, it means the 24/7, nationwide customer service you receive on the backend. Let's say you're a brand-new spray insulation contractor and you have your first, official big job.

What do you do when things go bad?

Perhaps you purchased your equipment cheap from a big online distributor, but now you can't get them on the phone to help you with troubleshooting or repairs. As a result, you are holding up the project's builders and other contractors because you can't get the job done without repair work. In the end the entire project ends up costing you more than initially projected.

However, when making purchases through Intech, SPF businesses are typically back to work the very next day, even when issues arise, instead of wondering what is going to happen next – and more importantly, when.



# The Value is Priceless

For many of our competitors, the idea of good customer service is simply delivering SPF insulation equipment in a box truck. However, at Intech, we strongly believe there's a lot more to the process. We make it a point to support our customers before they even make their very first purchase.

Our key differentiator is that we offer both expert knowledge and manufacturer support to assist SPF professionals throughout the entire purchase process and beyond.

Our world class, technical support staff has more than 400 years of combined experience, complementing our main branch locations in three different time zones, including Arizona, California, Texas and Arkansas. This is what helps make our customer service so valuable and unique – we are not aware of any other SPF equipment providers in the U.S. that provide more than one location.

Additionally, we have mobile techs and representatives strategically located throughout the country, as well as a vast network of independent representatives and authorized sub-distributors.

## Here's another example to consider:

Let's say your SPF equipment breaks down. No matter your location or the time of day, one of our reps is most likely located within just a few short hours of your location. We can easily be there to help with technical support either that very same day, or the next day at the latest.

The bottom line: If you purchase your SPF equipment via Intech, regardless of your location, we can immediately assess via phone or in-person your SPF equipment issues, recommend solutions, fulfill parts orders, and get your equipment up and running in the shortest amount of time possible.

# Some Final Thoughts

At Intech Equipment and Supply, we strongly believe that exceptional customer service is not necessarily rocket science, but it absolutely requires constant, ongoing communication and commitment.

Our goal is to build the customer relationship by encouraging SPF contractors to purchase their equipment and supplies through our company. Then, should any issues arise, they know they can count on our easy-to-access, highly-knowledgeable technicians to diagnose over the phone, provide support either via phone or in-person, and, most importantly, build a long-term relationship for life.

We believe the payoff—keeping customers for life—is priceless for everyone involved.



# About Us

Founded in 1995, **Intech Equipment & Supply** is an independent, full service spray foam and coatings equipment integrator and parts supplier offering equipment, parts, turn-key mobile spray systems and expert technical assistance.

Intech's key customers are commercial roofing contractors, insulation contractors, asphalt coatings contractors and the materials suppliers that serve those customers. Typical markets served are spray foam insulation, spray foam roofing, commercial roof coatings, single ply roofing, and colored asphalt coatings applications.

A world class technical support staff with more than 400 years of combined experience complements our main locations in Arizona, California, Texas and Arkansas, representing three times zones. We also have mobile techs and representatives located throughout the U.S., which includes a vast network of independent reps and authorized sub-distributors.

**Intech Equipment & Supply** has been recognized by Graco as a Top 20 Graco HPCF North America Distributor for six years in a row, including 2010, 2011, 2012, 2013, 2014 and 2015. For more information, visit [www.intechequipment.com](http://www.intechequipment.com)



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