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# INDUSTRIAL COOLING CORP.

## ...CREATING THE PERFECT ENVIRONMENT

By Lisa Martone

**When a company grows for decades almost solely on referrals from satisfied clients, and their reputation alone, it is doing something right. In the case of Industrial Cooling Corporation that 'something' is providing superior customer service.**

After a long history of working together in the HVAC industry, in 1984, Ronald Importico and Robert Durski founded Industrial Cooling Corporation (ICC). Importico, the President of the Company, and Durski, who serves as Vice President, had recognized a need in the industry for the highest quality service, and dedicated themselves to offering the "total package" to their clients. They attribute a large part of their success to the experience they both gained as service technicians at an engineering company in the 1970's. That invaluable experience earned them a comprehensive understanding of every facet of the business, allowing them to lead ICC with the knowledge and skills to provide the utmost attention to each client

and the highest level of personalized service.

Within a year of its founding, the firm quickly grew to 10 employees. Since then, ICC has grown to nearly 100 employees, and serves its customer throughout the entire State of New Jersey. Headquartered in Metuchen, New Jersey, they have hired some of the leading experts in their field, including an executive team that boasts years of experience in the service industry, including Michael Mollo, Director of the Service Department, Ivette Figueroa, Director of Business Development and Building Automation, and Peter Ponzio, the Director of Construction.

"Our primary goal from the very beginning was to be

***"I rely on Industrial Cooling for all of my HVAC needs- they service all of my buildings. I have 100% faith in ICC and the quality of work they provide. They have always provided me with value and cost-effective ways to operate my buildings"***

Ivan Sobel, Owners Representative, Atlantic Realty Development

***"I can always count on ICC for help with budgeting, pre-purchasing, design and scope suggestions, fair prices and quality workmanship. ICC's commitment to completing the project and satisfying the client is second to none."***

Jeff Macor, Epic Management, Inc.

expert problem solvers," says Importico, and that is what their clients have come to expect. Based on this fact, they are awarded several critical projects for companies like Atlantic Realty Development.

"They knew they could trust us to get the job done," Ponzio says. ICC's technicians are trained to work on all types of HVAC equipment, and provide full-time technicians on-site, as needed. In order to meet additional needs for their clients, in 1990, the company expanded to include

construction services, as an outgrowth of the service side of the company. Ponzio, Director of Construction, says that the firm "started planning and creating the specifications for projects because our clients knew we provided excellent customer service and were fair in our pricing."

ICC offers service, design and installation of heating, air conditioning and energy systems, including more specifically, absorption, centrifugal and screw chillers, equipment retrofit and replacement, tenant fit-outs and renovations. In addition to executing planned maintenance and an array of services on-site, at ICC, all departments work around-the-clock to provide emergency service for their clients, as well.

The company provides unmatched commitment to excellence, and superior customer service, which is proven by their constantly growing client base, most of which are referrals from clients. "We are most proud of the fact that over 90% of our business comes through referrals," says Importico. The firm views each job as an opportunity to create a longstanding relationship. "What is different about



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***"For many years, ICC has provided stellar service and support for the HVAC and BAS systems of my facility. They can be counted on to be there when we need them. I wholeheartedly recommend them."***

**Bob deVries, Facility Engineering Manager, Corporate R&D Facility**



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us is the ability to communicate with our customers and understand our customers' needs and goals. We are not focused on a one-time sale but a lasting business relationship with our customers," Figueroa explains. In addition to providing an unmatched level of personalized service to customers, ICC plans to continue to set industry standards by strengthening their services, staying ahead of the curve in technology and equipment, expanding their

team by hiring experts in the field, and providing various forms of training to their employees. Industrial Cooling also plays a pro-active role in promoting sustainable solutions and cost-saving approaches by guiding their clients toward environmentally-friendly solutions, such as high-efficiency equipment and energy management systems. The company analyzes long-term operating expenses and overall comfort management, which is appreciated by clients.

ICC prides itself on being close to their clients and earning their clients trust, not only by providing high quality service, but by also educating them. "We are not afraid to educate our clients," said Figueroa. "We will provide HVAC clinics and hands on training to building personnel so they can make minor repairs, troubleshoot, and recognize when it is time to call us to service the equipment. The more they know, the better."

"We don't sell; we give our honest opinions about our clients' facilities and what they should do—that is the key to our success," says Mollo. The honest analysis and advice ICC provides to their clients, ensures their client-base, as well as the company, will continue to expand. As for new clients and projects, ICC has plans to expand further throughout the tri-state area using the same proven approach.

"We are a solution driven, proactive organization and we stand by our work," said Durski. "We are a company that can be trusted and we have been trusted by our clients for more than 30 years--providing best in class workmanship and the ideal solutions." ■



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