

» Ascher Brothers Co. has been providing painting services in the Chicago area since 1979.



Ascher Brothers Co., Inc.

www.ascherbrothers.com

- 2010 revenues: \$22 million
- Headquarters: Chicago
- Employees: 125
- Specialty: Painting and wall-covering contracting

"Our slogan is 'Blending experience, quality and care.'"

-David Ascher, co-owner

the United Airlines headquarters in Willis Tower - formerly the Sears Tower - and DuSable Museum of African American History are all on its client list. Sports fans can appreciate the work done by Ascher Brothers at the Chicago Cubs' Wrigley Field as well as its cross-town rivals home - the Chicago White Sox's U.S. Cellular Field. The two groups can meet in the middle and support the supreme craftsmanship displayed at Soldier Field - home to the Chicago Bears.

Then there are the national chains, which beckon the company travel beyond its drivable Midwestern circumference. Clients such as Home Depot and Bass Pro Shops have Ascher Brothers painting states like Alabama, Colorado and Texas all sorts of shades and colors. Though it supports a high-end residential division which amounts to ten percent of the company's profits, Ascher Brothers gains most its business from the private sector.

Qualified Work

The commercial, industrial and hospitality sectors have all benefited from the company's expertise. The company is also a qualified painting contractor for the healthcare sector. It's one of the steadiest sectors in the construction market today, but also highly specific in its use of paint linked to a hospital's desire to provide a welcoming tone with the least harmful materials.

At the OSF Saint Francis Medical Center in Peoria, Ill., Mortensen Construction selected Ascher Brothers to apply a paint system for the \$173 million, 475,000-square-foot addition and renovation project. Ascher Brother's \$3 million contract for the project was completed in Spring 2010. "This was a very large project that called for the Benjamin Moore Aura paint system," says Jeff Castles, an Ascher Brothers' project manager. "It produces a very beautiful

Goes on Smooth

FROM A HUMBLE FOUNDING, ASCHER BROTHERS IS COMMITTED TO THE QUALITIES THAT BROUGHT IT HERE. BY JAMIE MORGAN

Many construction mistakes can be hidden from the eye. Faulty pipes that lay below the foundation or insufficient insulation tucked behind a wall can cause issues in the long run, but may not be readily apparent when the contractor hands over the owner's keys, not so with surface interior work. Which is why the painting contracting company Ascher Brothers Co. Inc. has one rule when it comes to mistakes - don't make any.

Ascher Brothers was founded in 1979 by brothers Rick and David Ascher. At the time, Rick Ascher was an employee for a painting contractor and David Ascher sold life insurance. Neither was satisfied with their then current occupations, and Rick Ascher decided to venture into his own business. His younger brother willfully joined. David Ascher became

the salesman, making cold calls to general contractors asking for the opportunity to bid on contracts. Steadily, the two began to make a name for themselves. "My brother and I were always brought up to do the right thing," says David Ascher, co-owner of Ascher Brothers along with his older brother Rick Ascher. "We do things right the first time, but if we do find an error in the field we fix it."

This business code has catapulted Ascher Brothers into the largest painting contractor in Chicagoland and one of the largest in the nation according to the *Engineering News-Record*, which has dubbed itself "America's Painting Contractor."

The company's portfolio is so extensive in fact that visiting many of its project sites could morph its way into a tour of Chicago itself. Trump International Hotel and Tower Chicago,

finish, and Mortensen and the hospital were ecstatic with the final product we presented.”

The Benjamin Moore Aura Interior paint is known for its technology that produces sharp color with dull amounts of harmful chemicals. Paint requires surfactant – a chemical that holds ingredients in paint together, but this same chemical can make paint susceptible to moisture, which creates a problem in hospitals where walls are constantly cleaned and temperatures are raised for patient comfort. However, Aura paint uses a copolymer surfactant, which not only locks in the color better but dries faster and harder making it mildew resistant. The thicker paint typically requires one coat and never more than two.

The green qualities of paint like Aura is an ever-improving trend in the industry according to Ascher. To stay on top of the latest technology in sustainable and other types of paints, Ascher Brothers frequently calls in

product experts. “We have sales representatives and suppliers come in approximately once a month and give presentations to us,” Ascher says. “They will brief us on new products and especially with everything going green.”

Ascher says being current is an important quality in today’s construction market. While the number of projects has decreased, the company’s dedication to clients has earned it a higher percentage of work especially among its familiar niche of high-profile clients. In December 2010, the company began working on the \$90 million renovation of the Hyatt Regency Hotel on East Wacker Drive in Chicago, which shut down its entire 36-story east tower for the project.

Ascher Brothers has 50 employees working on its \$2 million portion of the fast-tracked project. Though Ascher says the project timeline is challenging, it’s an accomplishable task when establishing the right team.

Retaining Key Personnel

The Ascher Brothers’ 32-year-old company boasts high employee retention with many averaging more than 20 years with the company. In fact Jeff Castles, one of their project managers, happily has been with the company for 15 years. The employee loyalty is a testament to Ascher Brothers and speaks on the knowledge it can offer to clients. “We pride ourselves on doing high quality work,” Ascher says. “Our slogan is ‘Blending experience, quality and care.’”

“The entire tower is shut down for three months, and we have to decorate every surface of this hotel,” Ascher says. “Ceilings, walls, doors, frames, removing existing wall coverings, applying new wall coverings, it all has to get done, and on time.” ♦

CHRISTOPHER J. BIAK, F.D.

‘My brother and I were always brought up to do the right thing.’



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For 25 + years of notable accomplishment as one of America’s premier painting contractors. Best wishes for continued success.




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