



## Spec-Intel™

**FOR IMMEDIATE RELEASE**

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### **Measure Square™ and Spec-Intel™ Provide New Tools for Flooring Contractors.** Automated sourcing and loading product data provide new competitive advantage.

**Chicago, IL, (May 19, 2020)** Measure Square™, a floor covering estimating platform for commercial construction, and Spec-Intel™, an automated commercial product data company, have successfully integrated their platforms to save flooring contractors valuable time and further reduce the liability of manual data entry.

Prudent flooring contractors find discrepancies in specified materials, and at a minimum inform the architect, designer, and GC of the 20% - 30% of specifications that are wrong or incomplete at the time of the bid. The time constraints to bid jobs and find these discrepancies have, until now, been a manual process. The data integration of Spec-Intel with Measure Square saves valuable time required to validate specifications and reduce the liability of typing errors, according to both companies.

“Measure Square continually looks to improve not only the accuracy of our estimating software but also ways to streamline the commercial job workflow downstream of the estimating phase,” stated James Wisdom, Vice President of Business Development of Measure Square Software. “We believe that working closely with other leaders in the flooring technology space is essential to driving great results for flooring contractors in the form of more competitive bids and reduced errors later on in the project lifecycle.”

Spec-Intel and Measure Square now provide technology that is intuitive and easily adopted by commercial flooring contractors to efficiently manage product data from bid to closeout packages, including sample ordering and product labels.

“Spec-Intel has always exposed and corrected specification errors after bid awards,” said Jerry Freeman, president of Spec-Intel. “Now our automated workflow can give estimators a competitive advantage with seamless transfer of accurate data to our automated sample ordering as well as consistent professional documents branded to their business. Together we save at least 50% of the time for anyone who touches a material list,” added Freeman. Both companies agree that when project management begins with correct product data at the time of bid, it can then flow through to procurement and billing, significantly improving efficiency and profits.

Measure Square Corp was founded in 2001 in Pasadena, California, with a mission to bring to market the best software for measure estimating. Over the years, generations of our products have shaped the industry, with efficiency, accuracy, and professional results.

Spec-Intel™, a SaaS business of Specifix Corp., Chicago, IL, is the world’s largest database of commercial flooring materials that it leverages to optimize the sourcing, selection, and management of building material data. Tasks from sample ordering and labels, to professional and branded technical documents, are 90% automated on a cloud-based platform that improve workflows, data accuracy, business decisions, and ROI. With over 400 users our goal is to differentiate businesses to be more competitive.

*Specifix Corporation, Inc. operates its data management business under the name Spec-Intel. Pro Material Solutions is no longer a dba of the company.*

For more information, visit [Spec-Intel.com](http://Spec-Intel.com) and [measuresquare.com](http://measuresquare.com)

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