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## **SelecTech certified as continuing education unit instructor for AIA**

July 19, 2019 - Construction Design & Engineering

Thomas Ricciardelli,  
SelecTech, Inc.

Avon, MA SelecTech, Inc. has been certified by the American Institute of Architects (AIA) as a continuing education unit (CEU) instructor. In this capacity, SelecTech will conduct CEU sessions for architectural firms in all six New England states.

SelecTech will offer a course on ESD as it pertains for flooring, entitled “Introductory Electrostatic Discharge Flooring Presentation”. The 45-60-minute session covers the basics of ESD and a checklist of criteria for selecting appropriate flooring.

“Education is a large part of how we work with our customers. It’s not only about asking questions but teaching them some of the basics of managing electrostatic discharge. Getting this certification seemed natural, as architects make up a good percentage of the people we work with,” said Thomas Ricciardelli, president of SelecTech, Inc. “More or less, we’re sharing information we would ordinarily share and helping the architects with their AIA CE requirements in the process.”

SelecTech will teach the Introductory Electrostatic Discharge Flooring Presentation course on-site at architectural firms. The sessions can be held as lunch-and-learn classes or after business hours.

“In designing a room with electronics, you want to control the static buildup in the environment based on the most sensitive chip. Some chips can be damaged at 200 volts, others at 100 volts. Some of the newer, smaller chips can be damaged with as little as 30 volts,” said Ricciardelli. “Our course will provide architects with a better working knowledge of ESD and how to design a room with the correct flooring to minimize risk.”

SelecTech is the manufacturer of StaticStop ESD tiles. In addition to effectively minimizing the impact of ESD, StaticStop ESD tiles employ a patented glueless “zipper” interlocking system that enables the flooring to be installed over existing flooring with minimal subfloor preparation. There’s no need for messy, toxic adhesive and down-time is significantly reduced—often times without need to close off an area.

Made with 70% recycled materials and 100 % recyclable, StaticStop tiles meet CA 1350 Indoor Air Quality and is MAS Certified Green.

New England Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540