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Nova Insulation Wraps Customers in Service

Nova Insulation | Houston, Texas



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By Kathy Bouwen Stolz

In the “very tight competition” of the Houston insulation market, Nova Insulation has made its mark by providing excellent service.

Nova Insulation provides next-day service for its installations and same day service for its repair jobs. The company installs insulation and pre-fabricated fireboxes all over Texas from the company’s office and warehouse location on Tidwell Road.

“We’re available for any builder who needs our help. Residential installation is our main thing – about 80 percent of our work – but we also do commercial projects. We do both new construction and remodeling projects,” said Pamela Toledo, the company’s office manager and sales representative for her family’s business.

“Our guys are good. In a week we can do 30, 40, 50 homes, although we’re doing 25-30 homes a week right now.” Service to its customers is so important to Nova Insulation, “we’ll run into Sundays to get a job done,” Toledo said. “We want Nova to grow as long as we can maintain the same standards of being reliable and competitive,” she added.



Nova's crews also take pride in doing their work well. "We're good about making sure the home is properly sealed. We're good about passing inspections, whether by the city or a third party. Everybody leaves happy," Pamela noted.

Choosing the company name from the PBS television show, "Nova," Pamela and her husband formed the company in 2003. It began installing fireboxes in 2006, a function which has grown into 30 percent of Nova's overall business. The two-man crew installs the firebox during the framing process of a home, then returns a week or so later to add the insulation. The company uses Napoleon and Majestic products.



Nova employs 14 people and runs 10 trucks. Many of the employees have been with the company from its early days. "I love our crews. They're good guys," Pamela said.

The company installers get their training in the field from building inspectors, typically. Builders set up meetings with inspectors to keep subcontractors abreast of changes in building codes, she said.

Pamela said she rotates the crew members a lot to keep the workers from getting complacent or sloppy. Three of them work as estimators, basing the price on cubic board feet for spray foam and square feet for all other work.

Nova Insulation primarily uses Johns Manville brand products for fiber glass batting, blow in, open and closed cell spray foam, cellulose and vinyl insulation. Toledo said that most builders choose their insulation product based on cost, but a builder may choose a more expensive product to gain a higher R value. "But we also sell products, too, without installation," Pamela said.

While many companies struggled to survive the economic downturn of 2008, it didn't effect Nova Insulation, according to Pamela Toledo. "The builders stayed with us. We're loyal to our clients, and they're loyal to us."

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