

A cutting edge firm Spray foam saves on heating, cooling

Five years ago, Douglas Haebeler decided to leave the contracting business he owned for 12 years and open Cutting Edge Spray Foam Services Inc.

Haebeler says that experience in construction has served him well in his new endeavor.

"I believe the major attribute to the uniqueness of my business is that I've been in construction and in sprayfoam long enough to learn the proper way to insulate a project and make it work the correct way," Haebeler said. "So we bring construction and sprayfoam knowledge to a project where most of my competitors just know the foam end."

Haebeler said Cutting Edge offers spray and pour-in-place foam products, as well as silicone and acrylic-based sealants.

"We insulate existing walls and cavities with pour-in-place foam, as well as apply spray foam insulation to residential and commercial projects," he said.

Spray polyurethane foam, commonly known as SPF, is spray-foam insulation that begins as a liquid and later expands many times its original volume and is used to insulate walls, ceilings, crawlspaces, roofs and other areas of homes and businesses.

The foam stops the infiltration of air and moisture and saves on energy costs. On his website (www.cesprayfoam.com), Haebeler calls spray foam insulation "the most effective way to conserve energy

and combat high utility bills."

"I have used different types of foam from many manufacturers and research the safest and most technologically advanced spray foam chemicals available," he said. "I do not just go for the least expensive manufacturer to increase my profits."

That attention to detail is reflected in the feedback from customers. Haebeler said clients describe him as efficient, courteous and knowledgeable and his website includes several testimonials.

"My prices are fair and they are very happy with the results," he said. "I will sometimes bump into a past customer and I always ask how the house feels and ask if they feel a notable difference since the installation."

The firm also sends out a follow-up questionnaire and confirms with a quick e-mail or phone call to check on a customer's satisfaction with the job.

As for advertising, Haebeler said, "Foam speaks for itself basically." All of the company's vehicles are lettered and Haebeler does very little advertising besides the company website, which also includes various links to information about the sprayfoam/coating industry.

"I have been published a few times which has gained my company and myself some notoriety in the spray-foam industry, which has proven we're not just in it for the money," he said.

In fact, Haebeler says he simply loves what he does.

MEMBER PROFILE

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— Douglas Haebeler

He was involved in spray-foam for a few years several decades ago, but gave it up to go the construction route. When he bought a house in Tannersville, he fell in love with the industry again when he needed some sealant for his own purposes.

"As soon as I pulled the trigger on the application nozzle, I was bitten by the foam bug and I knew I wanted to get back into sprayfoam," he said. "I just really like to do it."

Haebeler calls spray-foam "a very unique product."



Douglas Haebeler with Nico

"There are no limitations to what you can do," he said. "We have performed a large variety of projects ranging from foam sculpture, foam domes, roofs, and highly unique spray and pour foam jobs where any other type of insulation would not have worked."

Haebeler said his company has done quite well despite the lack of new home construction in the area.

"I have found that most of my work is in existing homes with homeowners looking to upgrade and air-seal their homes, creating less expenses involved to heat and cool their homes," he said. "Many new homes are getting specified for sprayfoam due solely on the superior insulating performance of the product."

The Chamber has also helped his fledgling business, Haebeler said.

"I have found the Chamber to be helpful in ways of networking, advertising and just being part of a noticed group in the community," he said. "It kind of sets you apart from the rest."

Cutting Edge Spray Foam Services, Inc., 1676 Route 212 in Saugerties, N.Y., can be reached at (845) 679-6980 or www.cesprayfoam.com.