



## Payless Insulation

### ICAA-Member Contractor

*Lynda M. Kornbleet is president of Payless Insulation in Houston, TX. Payless has been a member of ICAA since 1991.*

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#### ***What is the history of Payless Insulation?***

I founded Payless Insulation in Houston, Texas, in 1979 with \$2,000 saved from waiting tables.

Some things are just meant to be. I started with the wrong truck (an old linen step van), wrong machine (hose & blower that didn't fit the equipment), the wrong high school students (who showed up barefooted), and the willingness to work very hard everyday.

I actually started my insulation career working with Acme Insulation in Dallas and Houston as a partner from 1976–1979. We installed retrofit insulation for Sears, Montgomery Ward, & JC Penny when there was a shortage of fiberglass due to the building boom. Acme had 200 existing houses waiting to be insulated, so we installed cellulose products that were available at that time.

Payless relocated to Houston in 1977, and the rest is history. It was not difficult to start a business: just do the opposite of everyone else; show up on time; give great value for their money; be good for your word; don't take shortcuts; clean up meticulously; and if a problem arises promptly solve it. Money has not been my primary driving force, but using healthier, more efficient products is something that truly fulfills me and comes from my heart.

#### ***What features of your website have proven to be the most valuable?***

Our website has truly put us on the map. I like feeling connected. The informative nature of our website and the chance for the customer to get to know us have distinguished Payless's website.

Since 2000, Payless has had the first insulation installation brochure in Houston, which has proven to be a very effective marketing tool.

#### ***In addition to insulation, what other distinctive services does Payless offer?***

My reputation as the "unique insulator" is primarily due to my determination in difficult projects to assure that the desired results are met. Insulation, both residential and commercial, is our mainstay. We have done fireproofing and acoustical treatments since 1988. We have manufactured Superior Air Ducts & Wrap made of cotton, since 2002. Over the years we have been asked to help our customers with A/C service, and as a result we recently started Eco Air in 2004. I truly care about being different and have specialized in blown high-density Celbar, spray on K13 & Ultra Touch Cotton Batts which have all proven to be affordable insulation solutions and resulted in many referrals.

#### ***Tell us about Ultra Touch.***

This is a fabulous product! We started installing these batts in 1999 and believe that the Bonded Logic Ultra Touch materials are the highest quality batting on the market. They are made of post industrial cotton, are a heavier density material, and are non-itchy. Ultra Touch is a great sound reducer, healthier, treated with mold/mildew inhibitor, will not settle, and is, most of all, very efficient. The only drawback is the greater cost. But after the customer sees the product, they want it.

#### ***Payless does a lot of retrofit work. How have you educated the public about proper R-value?***

Since we are the largest retrofit insulation contractor in Houston, we spend a tremendous amount of time teaching our customers how different insulation materials perform. We stress the field performance and installed R-values of various insulation materials.

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**Spotlight** *Continued from page 4*

***Does Payless operate only in the Houston area?***

We install retrofit insulation and HVAC service in a 50-mile radius of Houston and spray on applications throughout Texas & Louisiana, and we ship Superior Air Ducts all over the United States.


***Why is ICAA membership a good idea for insulation contractors?***

I have been a member for many years and really appreciate the ICAA resources as well as staying on top of government standards, safety, and other very pertinent current insulation issues. I believe ICAA has helped establish credibility with consumers which is an obvious asset to ICAA members.

***Tell us about your most noteworthy insulation job.***

We have installed insulation and fireproofing in many very large projects: the Astrodome for the Republican Convention (1992), Bossier City Arena (2000), Austin Convention Center (2001), Reliant Center (2002), and George R. Brown Convention Center (2004).

We are very proud to have been the recipient of an award from International Cellulose for spraying over 12 million square feet of K13 from 1995 to 2004. We pride ourselves as being "the artist in insulation." But the proudest moment of my career was in 1988 when I received Contractor of the Year for Sears Home Improvement Products and Services. I probably was the first woman in a male-dominated business to have received such an award, which truly made me proud.

I had to crawl for a very long time before I could walk. 


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**President's Message** *Continued from page 2*

members. Outstanding speakers on stimulating topics will make this Convention the best ever.

Register for the ICAA Convention and Trade Show. You can see the Convention program and registration by clicking [www.insulate.org/conv05.pdf](http://www.insulate.org/conv05.pdf). Don't miss this special event!

You have my word that ICAA will continue to innovate on your behalf, support you with programs and information relevant to your needs, and provide the tools you need to assist your batting average.

You're batting 1,000 on the ICAA team! 

# Reflecting The Future

## *For Two Decades*

After two decades, **Fi-Foil** continues to lead the industry in insulation solutions for masonry walls, radiant barriers and metal buildings.

Our reflective insulation, radiant barriers and facings are fully tested to ASTM standards and are recognized for their thermal superiority, ease of installation and excellent value.

Partner with Fi-Foil. You and your customers will be glad you did.

COMPLIANT WITH INTERNATIONAL CODE COUNCIL  
ICC REPORT #2133A



To find out more about our building programs and high-performance products, call 1-800-448-3401 or visit us online at [www.FiFoil.com](http://www.FiFoil.com).

