

Zerodraft of CNY brings HVAC work in-house

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SALINA — Zerodraft of CNY, Inc. has brought its heating and air-conditioning business in-house and has added more employees as a result.

The company, based in the town of Salina, previously used subcontractors for heating and air-conditioning jobs, but decided earlier this year to start using its own people for the work. Zerodraft began doing all its own heating and cooling work about two months ago, says Andrew Killian, director of sales and marketing for the company.

The firm's leaders decided they wanted to control their heating and cooling work more effectively, Killian says. They also wanted to make the work a bigger part of Zerodraft's business.

The company got its start in 2002 in the home-performance sector. The firm handles jobs like insulation and air sealing and window and door replacements.

But much of that business is one-time, Killian says. In fact, he says 10 or 20 years from now,



PHOTO COURTESY OF ZERODRAFT OF CNY, INC.

A Zerodraft employee performs tests at a client's home. The company has brought its heating and air-conditioning business in-house and has added more employees as a result.

See ZERODRAFT, page 4

ZERODRAFT: *Company is exploring becoming an installer of small-scale renewable-energy systems*

Continued from page 1

the need for retrofitters like Zerodraft will be gone — most homes will have been fully insulated and sealed as tightly as they can be.

That's why the heating and cooling business is important to the company's future, Killian says. It not only provides a long-term path for growth, but also ensures repeat business.

Furnaces and air conditioners need regular upkeep and cleaning, and clients often sign long-term maintenance contracts with heating and cooling companies, Killian says.

Zerodraft of CNY, which had four people when it launched eight years ago, now employs 40. The company added a manager and a service technician for its heating and cooling business and bought a new truck for the work.

Killian says Zerodraft will add another one or two technicians for the heating and cooling work soon.

The business is still in the early stages of building its heating and cooling business, but Killian says the sector holds strong growth potential. As with its home-performance work, Zerodraft specializes in high-efficiency technology.

Zerodraft of CNY began working mainly on the residential side, but now about 40 percent of its work is with commercial



A Zerodraft of CNY, Inc. employee installs insulation in a customer's home. The company added a manager and a service technician for its heating and cooling business and bought a new truck for the work.

PHOTO COURTESY OF ZERODRAFT OF CNY, INC.

clients.

The company takes advantage of federal and state programs aimed at increasing energy efficiency in buildings, Killian notes. Those incentives and the growing general interest in energy conservation have been driving the company's growth, he says.

"That's the number one driver of this

business," he says. "Without that, this business wouldn't be here."

Killian says there are new programs emerging on the state and federal level that should help spark even more growth for Zerodraft. On the federal level, the Homestar program is set to begin providing tax breaks for certain energy-oriented

home-improvement projects.

And on the state level, the Green Jobs - Green NY program will launch this year and provide even more incentives for energy projects in homes.

Zerodraft is also exploring becoming an installer of small-scale renewable power systems like solar and wind for homes and commercial buildings, Killian says. Although the systems are still cost-prohibitive for many, technology is constantly improving and incentives are likely to make them a good investment for buildings in the coming years.

Killian says Zerodraft may begin installing the systems in the next five years or so.

Zerodraft of CNY, headquartered at 2824 Lemoyne Ave. in Salina, also has an office in Albany. The business, owned by Matthew Mageean, does not disclose financial information.

Zerodraft of CNY is part of the network of contractors across North America that install products manufactured by Zerodraft, Inc., a more than 10-year-old company headquartered in Mississauga, Ontario (near Toronto). The Canadian firm says it manufactures professional-grade, building-envelope improvement materials, as well as application and testing equipment. □

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