



## Spotlight on

**ECHOTape™**

[www.echotape.com](http://www.echotape.com)

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### Can you share a little bit about the history of ECHOTape and how it grew to become the company it is today?

ECHOTape is a family-run business and was started in 1973 by my mother and father. My father had been selling tape at another company, and with my mother's encouragement, he decided to start ECHOTape. In the early days, not only was he the only salesperson but he would also deliver orders in his blue Volkswagen Bug. My dad was from New York but started the company in Montreal where my mother was from, and it is still the worldwide headquarters. Today, we operate across North America with multiple distribution locations and personnel all across the country.

My parents always believed in integrity and in doing what it takes to service a customer and I believe these values, which we still hold dear today, are cornerstones to our success. My parents also felt it was important to recognize the contribution of each and every person who works at the company, and this is also a practice we continue to honor.

### ECHOTape offers tapes for a variety of markets. Can you tell us about your different insulation tapes and how they might be used by an insulation contractor?

Our full line of insulation tapes uses our exclusively formulated high performance acrylic adhesives and is designed to meet the rigid requirements of contractors working in various field conditions. Different tapes are used for different seaming applications such as lap seals for laminated insulation or reflective insulation. Some of our tapes are designed to match various brands of insulation facing. New insulation products and materials are being introduced regularly to the marketplace and our tapes evolve to meet the changing needs of customers.

You can read more about our product line here:  
<https://www.echotape.com/product-categories/insulation/>



### At this time of year, it is imperative for building materials to withstand low temperatures. How does ECHOTape ensure that its tapes perform well in cold weather?

Given that our worldwide headquarters is in Canada – and it gets really cold up there – ECHOTape had been working on its cold weather adhesive formula for years. We continue to work on improving this adhesive technology and evolving with the changing materials getting used in the marketplace.

You can read about one of our customers who uses our tape in Alaska and Northern Canada:  
[www.echotape.com/2016/08/30/green-sun-rising-relies-echotapes-cold-weather-double-sided-tape/](http://www.echotape.com/2016/08/30/green-sun-rising-relies-echotapes-cold-weather-double-sided-tape/)

We also wrote a blog post about why tape may not stick in the cold, which may be of interest:  
[www.echotape.com/2016/04/07/why-doesnt-adhesive-tape-stick-in-the-cold/](http://www.echotape.com/2016/04/07/why-doesnt-adhesive-tape-stick-in-the-cold/)

### Can you explain the growing trend of “seaming” and how it is being used to air seal buildings?

The practice of seaming the building envelope to save energy has obviously gained traction in the US. Energy codes across the US are getting stricter and more and more contractors are going to need to improve the tightness of the envelope to pass blower door tests. Using tape to accomplish this is the way to go and has been the best practice in both Europe and Canada for years.

We wrote about this growing trend on our blog: [www.echotape.com/2016/05/12/trend-watch-seaming-tape/](http://www.echotape.com/2016/05/12/trend-watch-seaming-tape/)

### **What is one element of the “tape business” that may surprise people?**

There are so many different kinds of tape and so many different kinds of tape applications. People who are not in the business are so surprised that a company could exist that only sells tape, but we are challenged every day by customers with new applications which makes it exciting and ever changing.

### **ECHotape is a family owned and operated business. What are some of the joys and challenges of working with family?**

As you can imagine, it is can be challenging to separate your personal and professional life and keep things focused on doing what is right for the business. The best thing about working with family is you can trust that they have your best interest in mind. You can read more about it on our blog at: [www.echotape.com/2015/05/26/echotapes-sister-act/](http://www.echotape.com/2015/05/26/echotapes-sister-act/)

### **From looking at the company website, social responsibility is an important part of ECHotape’s philosophy. What’s your favorite charitable cause or event that you’ve been involved with through your job?**

Social responsibility is definitely part of the company culture, which is a result mainly from my mother’s deep sense of compassion for those less fortunate. Every year, we always have initiatives that support breast cancer, but we also always select a special charity to support. It is our way of saying thanks to all of our customers for their patronage, and we do this instead of giving out gifts or sending cards. This year we are supporting Autism Speaks, which you can find at [www.autismspeaks.org](http://www.autismspeaks.org).

### **When you’re not thinking about tape, what do you do to occupy your time?**

Besides hiking and walking my dog, which gets me outdoors most days, I love to garden and am often in the local ceramics studio doing something creative. My biggest joy is travelling. It is the best form of education and the more I visit other countries, the greater sense of gratitude I have for my life. 

## **New Initiatives in the New Year**

### **Feedback Wanted**

The new year is upon us, and with it comes some exciting new developments for ICAA. Keep an eye out for these updates in the coming weeks!

### **New Website**

With its updated look and improved functionality, ICAA’s new website will make it *easier than ever* to locate member resources and event information. Browse through safety materials, past issues of *Insulation Contractors Report*, model contracts and much more from your desktop, tablet, or mobile device.

### **Get Hired Program**

Your company may have already received emails informing you of potential job candidates in your area looking for insulation work. This represents the initial stage of our new “Get Hired” pilot program, which seeks to put member contractors in contact with job candidates. We will also be exploring other creative ways to address the industry’s labor shortage, including a job board for members to post open positions and a webinar on recruiting labor. Want to share your feedback on what else we should be doing? Fill out our survey at [bit.ly/ICAAGetHiredProgramSurvey](http://bit.ly/ICAAGetHiredProgramSurvey).



**Step into a new career!**  
Become an insulation installer.

**STEADY INCOME**  
Top insulation workers earn over \$61,000 a year\*

**NO EXPERIENCE NEEDED**  
You'll be trained on the job.

**BE A PART OF A TEAM**  
Work with other creative, motivated people.

**Find a job!**  
Fill out the form below, and we'll forward your information to ICAA member contractors in your area.

INSULATION CONTRACTORS ASSOCIATION OF AMERICA

### **National Certification Exam**

ICAA offers a certification exam that allows employees at member companies to assess their knowledge of insulation and insulation systems. Certification acknowledges the level of competence

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