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Massachusetts Building Materials Company Attributes Success to Quality Customer Service

John Wills, owner of Sterling Building Material, talks about company's rise to success.

WALTHAM, MA – November 1, 2011 – Located in eastern Massachusetts, Sterling Building Materials is a family-owned building materials distribution company. John Wills, owner of Sterling Building Materials, recently spoke with SprayFoam.com about his company.

"Sterling Building Materials was founded by my grandfather 75 years ago as a wholesale fiberglass insulation company," he said. "The company is responsible for the purchasing and distribution of building materials to contractors all over the New England area."

In its early years of the company, Sterling focused on the distribution of fiberglass insulation materials. Today, outside of spray foam, Sterling's insulation material inventory includes: fiberglass batts, rigid board insulation, mineral wool, canned foam, Froth Pak kits and accessories. Along with insulation products, Sterling has a full line of waterproofing and caulking materials.

Growing up with the Sterling company in his family, Wills never envisioned working in his family's business.

"After I graduated from college, however, and starting out part-time, I quickly realized that this was something that I would enjoy doing," Wills said.

As the company progressed through the years, it pursued the trends of new and popular building materials.

"Over the past 20 years, we've added firestopping and waterproofing materials," Wills said.

In the last five years, the company started distributing spray foam insulation materials.

"We turn our inventory frequently, which ensures that our customers receive fresh foam on every delivery," Wills said.

Currently, spray foam insulation is an area of growth for Sterling despite the uncertainty of the economy.

The success of Sterling's sale of spray foam insulation can be attributed to the company's focus on small contracting businesses. Sterling provides their customer's with job leads and even goes so far as delivering spray foam in their heated trucks when the weather turns cold.

Wills stated that Sterling recently sold 63,000 pounds of spray foam to a New Hampshire-based contractor for a large high school project.

For the future, Wills stated that Sterling will continue to provide quality customer service and superior products.

"We enjoy building relationships with our customers," Wills said. "They know us, and we know them. We understand that the vast majority of our customers want their materials either the same day or next day. The guys who have been with us for years, know they can count on our customer service. Our goal is to help our current customers grow their business as well as acquiring new customers to show them what we can do for them."

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